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NBC TRADE NEWS

May 1, 1961

FORD, R. J. REYNOLDS AND NATIONAL BISCUIT EACH RENEW
'WAGON TRAIN' SPONSORSHIP FOR 1961-62 ON NBC-TV

The Ford Motor Company, R. J. Reynolds Tobacco Company and National Biscuit Company have each renewed sponsorship of NBC-TV's "Wagon Train" for the 1961-62 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Ford has been a sponsor of the top-rated Western adventure series since it began on NBC-TV at the start of the 1957-58 season. Both R. J. Reynolds and National Biscuit have been sponsors of the program since the Fall of 1958.

"Wagon Train" will continue to be broadcast Wednesdays, 7:30-8:30 p.m. (NYT) next season. It stars Robert Horton and John McIntire, and has some of Hollywood's top performers as guest stars each week.

The Ford renewal was placed through J. Walter Thompson Company. R. J. Reynolds placed its renewal order through William Esty Company Inc., and the National Biscuit renewal was through McCann-Erickson Inc.

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NBC TELEVISION NETWORK NEWS

May 1, 1961

NBC-TV PROGRAMS AND PERSONALITIES RECEIVE 37 'EMMY AWARD' NOMINATIONS

Seven of the Network's Nominations Are in News and Public Affairs

NBC programs and personalities received thirty-seven nominations for Emmy Awards in the roster announced today by the National Academy of Television Arts and Sciences. Seven of the nominations were in the fields of news and public affairs. NBC received four of the five nominations for "The Program of the Year."

The nominations are in 24 categories in which there were five or three named in each. A 25th award category -- "Best Engineering or Technical Achievement" -- will be decided on the basis of a single nomination.

Balloting will be tabulated by Price Waterhouse and Co. of the Academy's 5,000 members in seven chapters. Winners will be announced in the annual "Emmy Awards" program Tuesday, May 16 on the NBC-TV Network (10-11:30 p.m. EDT). The program will originate at the NBC Ziegfeld Theatre in New York and the Moulin Rouge in Hollywood.

Among the programs with multiple mentions were NBC's Convention Coverage which was named in the categories of "Outstanding Achievement in the Field of News" and "The Program of the Year."

The "Hallmark Hall of Fame" presentation of Shakespeare's "Macbeth," presented on NBC Nov. 20, 1960, received five nominations in the following categories: "Outstanding Program Achievement in the Field of Drama"; "Outstanding Single Performance by an Actor in a Leading Role": Maurice Evans; "Outstanding Single Performance by an Actress in

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2 - 'Emmy Award' Nominations

a Leading Role": Judith Anderson; "The Program of the Year"; and "Outstanding Directorial Achievement of the Year": George Schaefer.

The NBC special program, "Sacco-Vanzetti," presented in two parts on June 3 and 10, 1960, received four nominations in the following categories: "Outstanding Program Achievement of the Year"; "The Program of the Year"; "Outstanding Directorial Achievement of the Year": Sidney Lumet; and "Outstanding Writing Achievement in Drama": Reginald Rose.

Four NBC programs received double nominations: The "U-2 Affair," presented on "NBC White Paper" Nov. 29, 1960, was named for "Outstanding Achievement in the Field of Public Affairs and Education," and Arthur Barron and Al Wasserman were named for the same program in the "Outstanding Writing Achievement in the Documentary Field" category. Dinah Shore, for the "Dinah Shore Chevy Show" series, was nominated in the category of "Outstanding Performance in a Variety or Musical Program or Series" and the same series was named in the category "Outstanding Achievement in Electronic Camera Work."

"The Bob Hope Buick Show" of April 20, 1960, was named twice -- for "Outstanding Program Achievement in the Field of Humor" and for "Outstanding Directorial Achievement in Comedy": Jack Shea. "Astaire Time," presented on NBC-TV Sept. 28, 1960, was also named twice -- for "Outstanding Program Achievement in the Field of Variety," and for "Outstanding Performance in a Variety or Musical Program or Series": Fred Astaire.

Other NBC-TV programs and personalities named include:

"The Jack Paar Show for "Outstanding Program Achievement in the Field of Variety"; the "Huntley-Brinkley Report" and President Kennedy's live news conferences, both in the category "Outstanding

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3 - 'Emmy Award' Nominations

Achievement in the Field of News"; the "Project 20" (series) in the category "Outstanding Program Achievement in the Field of Public Affairs and Education"; the "Shari Lewis Show" and the "Shirley Temple Show," both in the category "Outstanding Program Achievement in the Field of Children's Programming"; Loretta Young in the "Loretta Young Show" and Barbara Stanwyck in the "Barbara Stanwyck Show," both for "Outstanding Performance by an Actress in a Series (Lead)"; Roddy McDowall in "Not Without Honor" on "Our American Heritage" on NBC-TV Oct. 21, 1960, in the category "Outstanding Performance in a Supporting Role by an Actor or Actress in a Single Program"; Peter Rugolo and Jerry Goldsmith for "Thriller" and Andre Previn for the "Donald O'Connor Show" of Oct. 11, 1960 both for "Outstanding Achievement in the Field of Music for Television"; Gary Smith for "Perry Como's Kraft Music Hall" in "Outstanding Achievement in Art Direction"; William Margolies for "Outrage at Pawnee Bend" on "Outlaws" April 6, 1961, and Walter Streng for the "Sam Elder Story" on "Wagon Train" Jan. 18, 1961, both in "Outstanding Achievement in Cinematography for Television"; "Sounds of America" on the "Bell Telephone Hour" Feb. 17, 1961 and "Wrangler" by the KTLA-Hollywood Camera Crew for NBC, both for the category "Outstanding Achievement in Electronic Camera Work"; and Edward W. Williams for "Incident in a Small Jail" on "Alfred Hitchcock Presents" March 21, 1961, for "Outstanding Achievement in Film Editing for Television."

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NBC-New York, 5/1/61

NBC TELEVISION NETWORK NEWS

May 1, 1961

JOHN DALY TO SUBSTITUTE FOR DAVE GARROWAY AS 'TODAY' HOST

John Daly, veteran broadcaster, will substitute for Dave Garroway as host of NBC-TV's "The Dave Garroway Today Show" for an indefinite period, producer Fred Freed announced today. Garroway is on leave from the program due to the death of his wife last Friday. The starting date of Daly's appearance will be announced shortly. The program is broadcast Mondays through Fridays 7 to 9 a.m. EDT.

Daly is well known to television viewers as moderator of the panel show "What's My Line?" and as a former newscaster for the American Broadcasting Company. He was vice president in charge of news, special events and public affairs at ABC for seven years before resigning last November.

His long career as a newsman includes many notable achievements. He was CBS Radio's White House correspondent at the age of 23, broadcast from Anzio beachhead during World War II, was announcer for President Franklin D. Roosevelt and has covered such major news events as the Nuremberg trials, the Berlin airlift and the political conventions.

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THREE SPECIAL TV PROGRAMS PLANNED BY NBC NEWS
ON DAY AMERICA'S FIRST MANNED ROCKET IS FIRED

Three special programs covering America's first attempt to launch a man into space are being planned for presentation on the NBC-TV Network on the day of the rocket-firing, which has been widely reported in the press as Tuesday, May 2.

The first program, expected to be about one hour in length, will start 10 minutes before the manned Mercury Redstone missile is fired from Cape Canaveral. It will include live coverage of the launching and voice reports on the recovery of the astronaut and his space capsule from the drop zone down the Atlantic missile range.

The second program will be presented about two-and-one-half to three hours later. It will include the first film coverage of the recovery operation. The film will be shot by camera crews aboard two destroyers and one aircraft in the drop zone and will be flown to Cape Canaveral for immediate broadcast.

A third program may be presented in the evening. It will summarize the events of the day and will assess the results of the first U. S. man-in-space attempt in terms of the nation's long-range space program and in relation to the progress of the Soviet Union in manned space flight.

NBC News correspondent Frank McGee will be anchorman in New York for the special programs and correspondent Robert Abernethy will be anchorman at Cape Canaveral. The coverage will be produced by Chet Hagan and directed by Robert Priaulx.

The programs will draw on the all-network pool coverage which is coordinated by Roy Neal and directed by James Kitchell, both of NBC News. The pool's TV cameras will cover all key points at Cape Canaveral, including the launching pad itself.

TWO 'PROJECT 20' PROGRAMS WIN TOP HONORS
AT THIRD AMERICAN FILM FESTIVAL

Two NBC-TV "Project 20" programs -- "The Coming of Christ" and "Mark Twain's America" -- were named top winners in the third American Film Festival, held recently in New York City. The event is the largest audio-visual screen assembly held regularly in the United States.

Jury panels chose winning entries from more than 250 short movies and film strips submitted in the festival's competitive screenings. "Mark Twain's America" won in the "history, biography, and current events" category, and "The Coming of Christ" in the "doctrinal, denominational, and ethical" category.

Commenting on "The Coming of Christ," The New York Times said, "This sublimely wrought film closed the festival, appropriately. Using more than 300 art masterpieces to carry Jesus from Bethlehem to the Sermon on the Mount, it tells the story with tasteful selectivity, impact and real camera skill. Alexander Scourby's narration exquisitely underlines the magnificent color images, and Robert Russell Bennett's music is thrilling." Donald B. Hyatt, Director of NBC Special Projects, was producer-director of both "The Coming of Christ" and "Mark Twain's America." The former was broadcast April 22, 1960, and the latter Dec. 21, 1960.

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NBC-New York, 5/1/61

NBC TRADE ~~EX~~ NEWS

CHARLES R. BERGH IS APPOINTED MANAGER,
CENTRAL DIVISION, NBC-TV SPOT SALES

Charles R. Bergh has been appointed Manager, Central Division, Television Spot Sales, it was announced today by Edwin T. Jameson, Director, NBC Television Spot Sales.

Mr. Bergh has been a salesman with Eastern Division, Television Spot Sales. He started at NBC in 1950 as Sales Service Supervisor and was promoted to salesman one year later.

He was graduated from Lehigh College in 1943 with a Bachelor of Science degree. He received his MBA at the University of Pittsburgh in 1947, and attended Harvard Business School from 1947 to 1949 for the Administrative Sales Executive Training Course.

Mr. Bergh served in the Navy during World War II as a Communications Officer. He is married and has two sons.

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NBC-New York, 5/2/61

NBC TELEVISION NETWORK NEWS

May 2, 1961

'RAILROADS: END OF THE LINE?'
IS TOPIC OF 'NBC WHITE PAPER'

What is happening to American railroads and the passengers that ride and depend upon them? Why are U. S. railroads in serious trouble? Why have they suffered such a decline? Is there still a key role the railroad can play in America's future?

These questions will be explored in the final "NBC White Paper" of the season on the NBC-TV Network Tuesday, May 23 (10-11 p.m. EDT). The topic is "Railroads: End of the Line?"

The award-winning series will trace the railroads' historic role in the development of this country, covering the Twenties and Thirties, when the passenger was king, and will show the changing transportation patterns which arose during the late Forties and Fifties. There will also be a study of the present situation, which finds the general crisis making frequent headlines.

"Our railroads, the commuter lines, the branch lines between major cities, and our transcontinental lines are all undergoing terrific change," says executive producer Irving Gitlin. "It is time to take a long look at our rail transportation system, to examine the crisis which seems almost universal with railroads East, West, North and South.

"There are a few bright spots in the picture -- Chicago, for instance, where railroads have made and are making constructive moves -- but there are many others, New York and Boston prominent among them,

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where the railroad passenger outlook seems darker each day. What can be done about it -- just whose problem is it? These are the questions we ask and attempt to answer."

This "NBC White Paper" (No. 6) will show some of the nation's great carriers -- the Pennsylvania Railroad, the Chicago and Northwestern, the New Haven, the New York Central, the Southern Railway, the Missouri Pacific -- at work as it examines the over-all problems. Prominent management and labor leaders will also participate.

"Railroads:End of the Line?" will be narrated by Chet Huntley and produced by Al Wasserman. Art Zegart will be writer-director.

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NBC-New York, 5/2/61

NBC COLOR TELEVISION NEWS



TED YATES JOINING NBC NEWS AND WILL PRODUCE
"DAVID BRINKLEY'S JOURNAL" COLOR BROADCASTS

Ted Yates will join NBC News and will be the producer of the weekly "David Brinkley's Journal" which makes its debut on the NBC-TV Network Wednesday, Oct. 11 (10:30-11 p.m. NYT), William R. McAndrew, Executive Vice President, announced today.

To be televised in color, the new half-hour series will offer the perceptive observations of NBC's award-winning Washington correspondent, David Brinkley.

Yates is coming to NBC News after a year with the Metropolitan Broadcasting Corporation, first as director of news and public affairs and then as director of creative programming. Before joining Metropolitan, he had served as director of news and special events for WNTA-TV and worked in Hollywood on two motion picture scripts.

In 1957, he won an Emmy Award and a Robert E. Sherwood Memorial Award as producer of the outstanding live local TV show, "Night Beat," a program he helped develop with Mike Wallace. Earlier in his TV career, he was executive producer of the Tex and Jinx Productions, a White House correspondent for NBC-TV and producer of the NBC-TV show, "Your President's Week."

A native of Sheridan, Wyo., Yates attended the Univeristy of Virginia and served in the U. S. Marines as a combat correspondent during the Korean War. He is married, the father of three sons and resides in Sneden's Landing, Palisades, N.Y.

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NBC-New York, 5/2/61

DETAILED COVERAGE OF PROJECT MERCURY MAN-IN-SPACE EXPERIMENT
PROVIDED IN SEVERAL SEGMENTS OF 'DAVE GARROWAY TODAY SHOW'

NBC-TV's "The Dave Garroway Today Show" devoted several segments of its two-hour program this morning (Tuesday, May 2) to coverage of the Project Mercury Man-in-Space experiment, including the announcement directly from Cape Canaveral, Fla., at 8:38 a.m. EDT that the firing of the Mercury Redstone missile had been postponed because of inclement weather.

Eight minutes after this announcement, "Today" presented a report by NBC News correspondent Herb Kaplow from Cape Canaveral which had been taped in the brief interval. Kaplow summarized the preparations for the rocket launching and explained the weather conditions forcing the postponement.

Earlier on the program, filmed interviews were presented with the three astronauts from whom the final selection for the space experiment would be made. The men were interviewed by NBC News correspondent Frank McGee.

Diagrams of the missile and space capsule also were shown, and John Daly, substituting for Dave Garroway as host of the program, explained the important features. NBC News correspondent Peter Hackes described activities at the launching site in a direct radio report to NBC New York before the decision was made to reschedule the experiment.

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NBC-New York, 5/2/61

NBC-TV NETWORK PROGRAMS

BIG ROSTER OF STARS TO ENTERTAIN ON 'EMMY AWARDS' SHOW

Lorne Greene, Dan Blocker, Richard Boone, Robert Stack, Lola Albright, Amanda Blake and Dorothy Provine have joined the roster of entertainers for the 13th annual "Emmy Awards" show over the NBC-TV Network Tuesday, May 16 (10-11:30 p.m. EDT).

Greene and Blocker will play a scene from their NBC-TV "Bonanza" color series as it would be performed in the United States, England and Japan. Boone will deliver a soliloquy on television and Stack will do a surprise interview. The Misses Albright, Blake and Provine will sing a parody on single girls who are always left behind. These segments will be on film or tape.

As previously announced, Dick Powell will emcee the Hollywood origination of the program from the Moulin Rouge and Joey Bishop will emcee the New York portion from the Ziegfeld Theatre.

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LORNE GREENE TO LEAD OREGON PARADE

Lorne Greene, star of NBC-TV's "Bonanza" color series, will ride as grand marshal in the annual Rose Festival Parade in Portland, Ore., Saturday, June 10.

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NBC-New York, 5/2/61

NBC RADIO TO BROADCAST KENNEDY'S NEWS CONFERENCE

President Kennedy's news conference Friday, May 5, (10 a.m. EDT) will be recorded and broadcast in full on the NBC Radio Network the same day at 11:05 a.m. EDT.

WOMEN LAWYERS HONOR LORETTA YOUNG AND BARBARA STANWYCK
FOR PERFORMANCE OF ROLES UPHOLDING LAW AND ORDER

Loretta Young and Barbara Stanwyck -- each a star of her own NBC-TV program -- have won the first Justicia Awards ever presented by the National Association of Women Lawyers for "meritorious performance of roles upholding law and justice."

Presentations of "Astrea" statuettes of Lady Justice were made at "Law Day U. S. A." ceremonies in Los Angeles.

Miss Young was cited for two roles: one as a judge in "Dangerous Verdict" on "The Loretta Young Show," the other as a Congresswoman in the motion picture "The Farmer's Daughter."

Miss Stanwyck was honored for her portrayal of patriot and American spokeswoman in "Dragon by the Tail" on "The Barbara Stanwyck Show." Miss Stanwyck had been previously commended in Congress, by Rep. Francis E. Walter (D.-Pa.), Chairman of the House Un-American Activities Committee, for her performance in the teleplay.

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NBC-New York, 5/2/61

CORRECTION, PLEASE

"Reynolds Aluminum Hour - Dick Powell Mystery Theatre" will start Tuesday, Sept. 26 (9-10 p.m. NYT) on the NBC-TV Network, instead of on Sept. 12, as listed in the NBC Daily News Report of April 27.

GUY MITCHELL TO VISIT AUSTRALIA

Singer Guy Mitchell, who makes his TV dramatic debut in NBC-TV's "Whispering Smith" series Monday, May 8 (9 p.m. EDT), flies to Australia May 11 for a four-week stay and a series of nightclub engagements. Mitchell plays Detective George Romack in the filmed series.

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NBC-New York, 5/2/61

May 3, 1961

COLGATE-PALMOLIVE AND BROWN & WILLIAMSON PURCHASE SPONSORSHIP
IN "ROBERT TAYLOR'S DETECTIVES," FULL-HOUR FRIDAY SERIES
ON THE NBC TELEVISION NETWORK IN THE 1961-62 SEASON

The Colgate-Palmolive Company and the Brown & Williamson Tobacco Company have purchased sponsorship in "Robert Taylor's Detectives," which will start on NBC-TV in the Fall, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Robert Taylor's Detectives," the expanded full-hour version of the popular police action drama, will move to NBC-TV in the Fall, (Fridays, 8:30-9:30 p.m. NYT). The new version will place greater emphasis on criminology and police laboratory techniques as well as characterizations of the detectives. In addition to Robert Taylor, the cast will feature Tige Andrews, Russ Thorson and Mark Goddard as well as guest stars.

Since its premiere on television in the Fall of 1959, the series has registered strongly, not only with the public (the Nielsen National audience leader in its time period), but also with law enforcement agencies.

Long established as one of Hollywood's top stars, Robert Taylor has nearly 50 major films to his credit, including such motion picture classics as "Camille," "Quo Vadis" and "Ivanhoe." In a recent TvQ Performer Popularity Study he ranked among the top 10 in his group.

Tige Andrews, who appears in the series as Lt. Johnny Russo, has also appeared in films, as well as TV's "Lawless Years," "Kraft

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2 - 'Robert Taylor's Detectives'

Television Theatre" and others. Russ Thorson, who plays Lt. Otto Lindstrom, has been in such movies as "I Want to Live" and "Gun Fever," and on TV in "Alcoa Theatre" and "NBC Matinee Theater." Mark Goddard portrays Sgt. Chris Ballard and has appeared on the "Chevy Mystery Show" and other television programs.

"Robert Taylor's Detectives" is being produced for the NBC Television Network by Four Star Television. The Colgate-Palmolive order was placed through Ted Bates & Company and the Brown & Williamson purchase was through Keyes, Madden & Jones Inc.

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NBC-New York, 5/3/61

May 3, 1961

P. LORILLARD COMPANY AND AMERICAN HOME PRODUCTS TO CO-SPONSOR
'THE PRICE IS RIGHT' NIGHTTIME COLOR BROADCASTS ON NBC-TV
IN 1961-62 SEASON WITH PROGRAMS MOVING TO MONDAY SCHEDULE

P. Lorillard Company and American Home Products will co-sponsor "The Price Is Right" nighttime series on NBC-TV during the 1961-62 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

One of television's most popular attractions, "The Price Is Right" will begin its fifth season in the NBC-TV nighttime schedule in September. Bill Cullen will again star as host-emcee of the program, which will continue to be a color presentation.

Beginning in the Fall, "The Price Is Right" will move to the 8:30-9 p.m. (NYT) segment on Mondays. It is presently broadcast on Wednesdays, 8:30-9 p.m. (NYT).

The Lorillard purchase was through Lennen & Newell Inc., and the American Home Products order was placed through Ted Bates & Company, representing Whitehall Laboratories.

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May 3, 1961

FIVE STARS (WHO USUALLY TAKE TURNS AS EMCEE) WILL ALL APPEAR
ON 'FIVE STAR JUBILEE' MAY 12 AS SHOW BECOMES COLOR SERIES

The five stars who take turns as emcee of NBC-TV's
"Five Star Jubilee" (network except WNBC-TV) will hold a re-
union on Friday, May 12 to mark the show's debut as a color
series in a new time period.

Starting May 12 and continuing into September, "Five
Star Jubilee" will be televised in color 30 minutes later than
previously -- from 8:30 to 9 p.m. EDT (formerly seen at 8 p.m.
EDT).

Tex Ritter will be the host for the initial color
show and his "guests" will be the other four singing stars in
the emcee rotation -- Rex Allen, Snooky Lanson, Carl Smith and
Jimmy Wakely. All five appeared on the premiere show March 17.

Also participating will be Slim Wilson and his Jubilee
Band, the singing Jubilaires, the square-dancing Wagon Wheelers
and announcer Joe Slattery. The show originates live in the
Landers Theatre, Springfield, Mo.

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"HERE'S HOLLYWOOD" GROUP TO VISIT SAVANNAH FOR STAR INTERVIEWS

Dean Miller, co-star and host of NBC-TV's "Here's Hollywood" (Monday through Friday, 4:30 p.m. EDT), will head a group of the show's personnel flying to Savannah, Ga., Monday, May 8, to tape interviews with such top stars as Gregory Peck, Polly Bergen, Bob Mitchum and Lori Martin (the latter of NBC-TV's "National Velvet").

"The stars are in Savannah on location for the film 'Cape Fear,' and we thought the coastal city would serve as an interesting backdrop for the interviews," said Peer Oppenheimer, executive producer of "Here's Hollywood."

Previously, the show traveled to France and Japan.

Future plans call for visits to such cities as London, Madrid, Rome and Barcelona, among other places, Oppenheimer said.

Others making the trip to Savannah include Irv Lambrecht, director; Bill Kayden, producer; Liz Murphy, writer; Nanette Eiland, script girl, and Howard Ross of the NBC-TV Program Department.

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SKETCH WITH MARTIN MILNER AND GEORGE MAHARIS

SET FOR 'EMMY AWARDS' BROADCAST ON MAY 16

Martin Milner and George Maharis, stars of TV's "Route 66," will appear in a filmed sketch as one of the entertainment features of the 13th annual "Emmy Awards" show to be broadcast over NBC-TV Tuesday, May 16 (10-11:30 p.m. EDT).

The sketch will dramatize the growth of TV across the nation and show how the famous cross-country highway brought the pair to Hollywood and the "Emmy" show.

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2-X-H NBC TRADE NEWS

May 4, 1961

WTSA (BRATTLEBORO, VT.) NOW AN NBC RADIO NETWORK AFFILIATE

Station WTSA in Brattleboro, Vt., has become an affiliate of the NBC Radio Network, effective immediately, it was announced today by Tom Knode, Vice President, Station Relations, National Broadcasting Company.

WTSA, which went on the air in 1950, has been an independent station in recent years. It is owned and operated by Tri-State Area Broadcasting Corp. Theodore Feinstein is President and Phillips G. Terhune is Station Manager.

The affiliation brings to 191 the number of stations in the NBC Radio Network. WTSA serves Brattleboro; Keene, N.H.; Greenfield, Mass.; and Bellows Falls, Vt.

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NBC TELEVISION NETWORK NEWS

May 4, 1961

'LOUY K,' FIRST BROADCAST OF 5-PART STUDY OF A MAN'S TURN TO CRIME, WILL OPEN 'THE LAWLESS YEARS' WHEN SERIES RETURNS TO NBC-TV MAY 12

"Louy K," the first broadcast of a five-part clinical study of a young rabbinical student whom tragedy turns to a life of crime, will open "The Lawless Years" series when it returns to the NBC-TV Network Friday, May 12 (9-9:30 p.m. EDT). The following parts will be seen on four consecutive Fridays.

The series stars James Gregory as Detective Barney Ruditsky. All episodes are based on this police officer's career.

In "Louy K," Louis Kasoff (Paul Richards), the young rabbinical student, and his sister, Anna (Carol Rossen) are assaulted by three toughs on their way to the tenement flat they share with relatives. The shock of the attack causes Anna to lose her sanity. Shaken by the brutality of New York's East Side "jungle," Kasoff renounces his religion and swears vengeance. The incident starts Louy on the road to becoming a kingpin of the underworld.

"The Lawless Years" will be sponsored by the Alberto-Culver Company, through Compton Advertising Inc., and the Brown & Williamson Tobacco Corporation through Keyes, Madden & Jones Advertising.

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NBC TALENT DISCOVERY BRUCE YARNELL
WINS A THEATRE WORLD AWARD
FOR ROLE ON N.Y. STAGE

NBC talent discovery Bruce Yarnell has been named winner of a 1960-61 season Theatre World Award for his portrayal of Lysistrata's husband, General Kinesias, in the Broadway musical comedy, "The Happiest Girl in the World."

Daniel Blum, editor and publisher of Theatre World, announced the award today. Yarnell, a youthful singing and dramatic star signed to an exclusive NBC contract last September, will receive his award as "one of Broadway's most promising personalities" at the annual Theatre World Award Party to be held in the Gotham Hotel in New York on May 16.

The son of a retired Los Angeles police detective, Yarnell leaves for Hollywood this Summer and will appear in numerous NBC-TV dramatic and musical broadcasts. In addition to "The Happiest Girl in the World," his most recent stage credits include portrayals of Sir Lionel in "Camelot" and of Lt. Adam Clark in last Summer's Jones Beach (Long Island, N. Y.) Theatre presentation of "Hit the Deck."

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NBC-New York, 5/4/61

May 5, 1961

PITTSBURGH PLATE GLASS COMPANY WILL CO-SPONSOR

"DAVID BRINKLEY'S JOURNAL" ON NBC-TV

The Pittsburgh Plate Glass Company will co-sponsor "David Brinkley's Journal" on NBC-TV next season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales. The alternate sponsor will be Douglas Fir Plywood Association, as previously announced.

"David Brinkley's Journal," to be presented in color on Wednesdays (10:30-11 p.m. NYT) during 1961-62, will be TV's first prime time news "column." The program will feature Mr. Brinkley's personal observations and reactions to events in the news and other matters that interest him.

Mr. Brinkley, who has won many of television's top awards as one of TV's most perceptive and witty journalists, said that the programs would stick to factual matters "but will go beyond the sometimes confining limitations of what is commonly defined as news." As a weekly half-hour of information, "David Brinkley's Journal" will pioneer some new forms and techniques with pictures, words and sounds "that would bring about a marriage of journalism and art," Mr. Brinkley said, "and if there's anything funny around, we'll use it."

The Pittsburgh Plate Glass order was placed through Maxon Inc. The Douglas Fir order was through Cole & Weber of Seattle.

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May 5, 1961

NBC ESTABLISHES FULL-TIME NEWS BUREAU IN OTTAWA, FIRST
TO BE OPENED IN CANADA BY A U.S. NETWORK

NBC has established a full-time news bureau in Ottawa, Canada, it was announced today by William R. McAndrew, Executive Vice President, NBC News. The bureau, which is the first to be opened in Canada by a United States network, will be headed by NBC News correspondent Leif Eid.

Establishment of the bureau in the Canadian capital is part of a continuing expansion of NBC News' foreign coverage. In other recent moves to increase its coverage of the Western Hemisphere, NBC News opened two new bureaus in South America -- one in Rio de Janeiro, Brazil, and the other in Buenos Aires, Argentina.

Leif Eid, who joined NBC News in 1936, was a member of the network's Washington bureau from 1942 until 1955, reporting on the White House, Congress and other news-making centers in the nation's capital. In 1955 he was named head of the NBC News bureau in Paris and covered the Big Four meetings in Geneva, key Nato conferences and other events. He returned to Washington in 1958 and since then has covered the 1960 national political conventions and elections, among other major assignments.

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May 5, 1961

NBC NEWS COVERS LAUNCHING AND OTHER MAJOR PHASES
OF AMERICA'S FIRST MANNED SPACE FLIGHT WITH
SPECIAL TELEVISION AND RADIO PROGRAMS

Special NBC News programming, covering in full America's first manned space flight, was presented today on the NBC Television and Radio Networks.

Live coverage of the dramatic launching of the space capsule carrying astronaut Alan B. Shepard Jr. began on the NBC-TV Network at 10:22 a.m. EDT and continued until 11:30 a.m. EDT. It included voice reports, by radio, of the recovery of the capsule 302 miles down the Atlantic missile range.

A news conference, at which members of the U. S. space team evaluated the results of the flight, was covered in a second special NBC-TV program 12:30 to 1:30 p.m. EDT. The program also included reports by NBC News anchormen Frank McGee in New York and Robert Abernethy at Cape Canaveral.

A third special NBC News program (2-2:30 p.m. EDT), presented the taped recording of Shepard's voice as he flew through space at speeds up to 5100 miles an hour. At one point he reported the flight as "very smooth, very smooth...everything looks good."

Two other programs were scheduled for later in the day. One was a presentation of film coverage, flown to Cape Canaveral from the drop zone, which reported on the recovery of Shepard and his capsule. The other, titled "Freedom 7" after the name of the capsule (8-8:30 p.m. EDT), was scheduled to summarize the events of the flight and assess its results.

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All five programs came under the sponsorship of Gulf Oil Corporation and were offered as "NBC Special News Reports" produced by Chet Hagan and directed by Robert Priaulx. They featured anchormen McGee and Abernethy and drew on the all-network pool coverage coordinated by Roy Neal and directed by James Kitchell, both of NBC News.

In addition, President Kennedy's news conference was recorded and was scheduled for broadcast on the NBC Television and Radio Networks.

The day's coverage of Project Mercury began with the NBC News segments of "The Dave Garroway Today Show" (7-9 a.m. EDT). In addition, "Today" reported on the background of the flight and on the earlier attempt May 2, which was postponed because of bad weather.

The NBC Radio Network also covered the flight in full, both on its regular news programs and in special reports, some nearly two hours in length, on the NBC News "hot-line" to affiliated stations. The radio coverage featured NBC News correspondents Merrill Mueller at Cape Canaveral and Peter Hackes with the recovery operation down-range. It was produced by Russ Tornabene.

A special NBC Radio program summarizing and evaluating the experiment was scheduled for 9:05-10 p.m. EDT tonight (May 5).

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NBC-New York, 5/5/61

RADIO AND TELEVISION IMPACT ON PAST PRESIDENTIAL ELECTIONS

SHOWS MEDIA WILL BE USED ADVANTAGEOUSLY BY NOMINEES

WHO SEEK TO MASTER THEM, NBC'S ELMER W. LOWER SAYS

FOR RELEASE SATURDAY, 12 NOON EDT, MAY 6

WASHINGTON, May 6 -- Radio and television have had considerable impact on past Presidential elections and will be used to great advantage by future candidates who take the trouble to master them, Elmer W. Lower, Manager, NBC News, Washington, told the annual convention of the Association for Professional Broadcasting Education here today.

Mr. Lower reviewed the 10 Presidential elections since 1924 to show how "...politics and broadcasting have become inseparable bedfellows."

"They couldn't be separated even if we wanted to do so," he declared. "Under our system of government and broadcasting, each can act as a check upon the other, if necessary. In my opinion, this is how it should be and I hope that it continues that way for a long time to come."

The NBC News executive told how radio and television have increased the percentage of eligible voters who have gone to the polls, and he said the greatest single change produced by radio and television campaign coverage "is that the electoral process has become very intimate to the American voter."

This change, Mr. Lower stated, would rule out the possibility of conventions being decided in smoke-filled rooms or by stampeding galleries. "There would be a revolt in every television-equipped living room in the country," he asserted.

He also called attention to the broadcasting industry's performance in day-to-day news coverage with more programs than ever before devoted to news, public affairs, special events and other types of information.

"I am happy to report," he said, "that these programs are being carried not just as an obligation, with the F. C. C. looking over the broadcaster's shoulder and urging him on. There are increasing signs that an enlightened section of American industry is joining hands with broadcasting in sponsoring some of these programs and thus assuring that they receive an even wider audience than if they were carried solely on a sustaining or non-commercial basis."

Mr. Lower called President Kennedy's televised news conferences and exclusive TV appearances on individual networks "the two big broadcasting developments on the New Frontier."

He added, "An administration which came to power on the wings of radio and television could not be expected to do other than soar upward and onward on the broadcast front...The President had ample proof during his campaign for the Presidential nomination and election that the broadcast media are his most effective means of reaching the greatest number of people."

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NBC-New York, 5/5/61

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

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ROBERT W. SARNOFF PROPOSES LATIN AMERICAN TV NETWORK
AS FIRST STEP TOWARD INTERCONTINENTAL BROADCASTING

WASHINGTON, May 8 -- Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, last night proposed a Latin American television network as the first step toward intercontinental broadcasting with the approach of the satellite communications age.

In an address to the Inter-American Association of Broadcasters, Mr. Sarnoff suggested that such a network originate on a regional basis linking the seven Latin American countries that have already projected a Common Market. Those nations are Brazil, Uruguay, Argentina, Peru, Bolivia, Chile and Mexico.

Then, he said, the network could expand to cover other Latin American nations linked by the special bonds of language, tradition and program interests.

"I would certainly look to the prospect of establishing ties between such a network and North American television broadcasters, especially as we enter the age of satellite communications," he added.

Mr. Sarnoff expressed his belief "that television, with its eloquent and incisive reportorial techniques, has done more than anything else to open the eyes of my countrymen over the last year to the needs and problems of our Hemisphere." He noted, however, that "broadcasting today faces the urgent challenge of doing even more to maintain and expand the flow of information."

The NBC Chairman announced that his company was undertaking "a new concept" of news coverage affecting Latin America, breaking

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with the journalistic tradition of concentrating on Europe and Asia in international reporting to the neglect of Hemispheric news.

Henceforth, he said, NBC News will focus fresh attention on Latin America and Canada.

In both television and radio, he said, NBC will "go to Hemispheric capitals not just for major news stories like earthquakes and government upheavals but for regular reaction to international developments and for a continuing effort to reflect the daily life and problems of our Hemispheric neighbors."

To effect this concept, Mr. Sarnoff said, NBC News has recently opened fully-staffed bureaus in Buenos Aires and Rio de Janeiro as well as Ottawa, and now has a staff of 44 correspondents based in the Americas outside the United States.

NBC's growing coverage, Mr. Sarnoff said, will help to meet the urgent challenge of expanding the flow of information within the Hemisphere.

"The enemies of freedom," he added, "have seized every opportunity to exploit this power of mass communication. Castro, for example, has expropriated the entire Cuban broadcasting system and is using it to the hilt for his propaganda purposes. As in other dictatorships, there is no free press in Cuba and no free broadcasting. In addition, Cuban television has established close ties with all Communist bloc countries."

Against this threat, he said, broadcasting in free hands can serve "as a powerful instrument of journalism in developing the information and understanding that is the best bulwark against the repressions of Communism."

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Discussing other contributions that television and radio can make to Hemispheric needs, Mr. Sarnoff said:

"Broadcasting makes possible the most effective assault against ignorance and illiteracy in an immediate way by communicating directly to millions without the printed word, and also as a powerful educational medium to teach millions how to read. Broadcasting must also play a larger part in closing the gap between the Latin American countries themselves and developing greater national unity through the improvement of communication with each other."

The "extraordinary growth" in broadcasting stimulated by the competitive system in this Hemisphere, Mr. Sarnoff said, is illustrated in Latin America, where last year the gross national product grew by less than one per cent, but television set circulation went up by 27 per cent.

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Address by Robert W. Sarnoff
Chairman of the Board
National Broadcasting Company, Inc.
Inter-American Association of Broadcasters
Washington, D. C.
May 7, 1961

Buenos Noches. It is always a pleasure to renew the friendly associations I have enjoyed with so many of you, and I'm grateful to Raul Fontaina, our president, for inviting me to speak on this occasion. I hope I may be forgiven for the pride I feel in the fact that NBC had a hand in the founding of this organization. My company was also the first in the United States to establish close business ties with a number of broadcasters in the Hemisphere, and it is our hope to cultivate and develop these associations even further.

This, then, is a meeting of friends, fellow professionals and business companions. But under the sobering influence of the events of recent weeks, I am also deeply conscious that we meet as citizens of this Hemisphere, sharing a critical period in the common cause of freedom.

It would be foolish and fruitless to make light of the results of the recent setback in Cuba, not only for the Cuban people themselves but in the encouragement it has given to Communist infiltration elsewhere in the Americas, and the embarrassment it has caused everywhere for the United States. Yet it has also served to jolt the United States public awake in a way that dramatic adversity always snaps us out of apathy and sluggishness -- in much the same way that we were jolted by such events as the Fall of France and the Berlin Blockade.

Today, to a degree never approached before, North Americans have an awareness of Latin America, a sense of involvement in Hemispheric affairs and a determination to play a responsible role in meeting a threat that has suddenly grown vivid and close.

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Events themselves have thrust Latin America upon the attention of the United States with great impact and urgency, but it takes more than events to generate the understanding that alone can provide the basis for intelligent action. It also takes swift, accurate dissemination of the facts, and skilled and sympathetic analysis and interpretation, not merely in the reporting of crises but in the long-range comprehension of the underlying social, economic and political problems. All the journalistic media have been making up for lost ground in this task. But it is my earnest belief that television, with its eloquent and incisive reportorial techniques, has done more than anything else to open the eyes of my countrymen over the last year to the needs and problems of our Hemisphere.

As I am sure you know, the most notable development in United States television during this period has been an unparalleled increase in the quantity and quality of news and information programming. We have set new standards in covering events in Europe, Asia and Africa and in bringing our own Presidential campaign into the living room. In much the same way, the television networks have focused upon Latin America with an insight and immediacy hitherto unknown to millions of viewers.

Such documentary programs as the "NBC White Paper" on Panama enabled millions of us in this country to see ourselves clearly for the first time "as others see us," from South and Central America. It is a commonplace all over the world that the people of the United States set great store upon other peoples' good opinion. We are eager to be liked;

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3 - Address by Robert W. Sarnoff

we are unhappy when we find we are not. The power of television enabled us to sense, at next to firsthand, some of the resentment toward us in the societies to the South and to understand some of its causes. Thus the United States public has gained a perspective that embraces the frictions between our country and Latin America as well as the common goals and interests that bind us together.

Despite this progress, broadcasting today faces the urgent challenge of doing even more to maintain and expand the flow of information within the Hemisphere. Radio and television in themselves are neutral instruments; they fit and serve as well in the clenched fist of dictatorship as in the open hands of freedom. The enemies of freedom have seized every opportunity to exploit this power of mass communication. Castro, for example, has expropriated the entire Cuban broadcasting system and is using it to the hilt for his propaganda purposes. As in other dictatorships, there is no free press in Cuba and no free broadcasting. In addition, Cuban television has established close ties with all Communist bloc countries. And apart from this, the Communist bloc is broadcasting more than 120 hours a week to Latin America, including even an hour a day in Quechuan, the language of the Andean Indians.

In each of the countries represented at this gathering, a free system of broadcasting continues to grow and flourish. It can serve as a powerful instrument of journalism in developing the understanding that is the best bulwark against the repressions of Communism. We who believe in progress through freedom must make it a two-way flow of information that will keep us in the North and you to the South better informed of each other's needs and attitudes, goals and aspirations.

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To expand our own activity as journalists toward these ends, NBC is striking out in new directions with plans that have been under careful development for several months. As part of this effort, NBC News has recently opened new fully-staffed bureaus in Buenos Aires and Rio de Janeiro, and we are opening another, incidentally, in Ottawa. We are making it a point to fill all our assignments in Latin America with experienced journalists who can speak Spanish and who are well versed in the culture, traditions and history of the region. We now have a staff of 44 full- and part-time correspondents based in the Americas outside the United States; I believe it is the largest of any broadcast news organization in the Hemisphere.

We enlarged our staff of correspondents in the Americas so that we can fulfill a new concept of coverage. Traditionally, when United States journalism turns its attention abroad, it concentrates upon Europe and Asia. This is a tradition that we in broadcasting inherited from the press, and it has resulted in a degree of neglect of Hemispheric news that no thoughtful journalist can tolerate any longer. We intend to break that tradition by focusing new attention upon Latin America and Canada. As a matter of practice, NBC News will be taking viewers and listeners regularly to such capitals as Caracas, Rio, Buenos Aires, Ottawa and Lima, just as we have been going for the news to London, Paris, Rome and Moscow. These reports will be heard on our world news roundups, on the hourly newscasts and "Emphasis" programs broadcast nationally over the NBC Radio Network; and will be seen and heard on the NBC Television Network in the "Huntley-Brinkley Report," "The Dave Garroway Today Show" and our numerous news specials.

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And we will go to Hemispheric capitals not just for major news stories like earthquakes and government upheavals but for regular reaction to international developments and for a continuing effort to reflect the daily life and problems of our Hemispheric neighbors.

NBC hopes that others in our own country will follow the example of these efforts, and that together we will make a significant contribution toward stimulating the spread of information that can best nourish understanding. We are keenly aware that this purpose will not be advanced by any attempt to color the truth with special pleading, or by telling people what we think they want to hear. It must be based on a conscientious, professional effort to get at the facts and to present them fairly and meaningfully. We hope that those who interpret the United States to their own countries will approach their task in the same spirit of journalistic inquiry, candor and balance.

In the decade ahead, there are other heavy responsibilities and expanding opportunities for broadcasters as the nations of the Americas join as partners to advance the cause of Hemispheric progress.

Broadcasting makes possible the most effective assault against ignorance and illiteracy -- in an immediate way by communicating directly to millions without the printed word, and also as a powerful educational medium to teach millions how to read. Television can overcome the limitations of classrooms and school budgets as well as the geographical isolation of jungle and mountain. Its potential as a teacher has barely been tapped, both in commercial television and through stations devoted entirely to education.

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Broadcasting must also play a larger part in closing the gap between the Latin American countries themselves and developing greater national unity through the improvement of communication within each country. I was struck to learn not long ago that, since they were in different countries, two cities only a few hundred miles apart were unable to undertake mutually advantageous trade because the link between the two national railroad systems had never been completed, and it was impossible moreover to make banking arrangements or even send a telegram from one of these cities to the other without going thousands of miles through the national capitals.

Broadcasting, and especially television, offers something more than a unifying force in the decade ahead. As an advertising-supported medium in a free economy, it becomes a major instrument of mass distribution and hence an important stimulant to economic progress. One of television's outstanding contributions in this country has been to help sell goods and services on an expanding scale that enables us to consume our way to prosperity. It offers the same promise to every country as set circulation rises and purchasing power spreads to the mass of the population.

The competitive system is the pattern for broadcasting almost everywhere in this Hemisphere, and all of us can take pride in the extraordinary growth it has stimulated. This expansion is all the more remarkable in comparison with general economic conditions. In Latin America last year, the gross national product grew by less than 1% but television set circulation went up 27%. In Brazil, set ownership is now well past the million mark. In Latin America as a whole,

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25 new stations have sprung up in a year. Another encouraging development is the increasing trend toward nationwide television systems in almost every country.

The next step in the direction of growth lies in international networking, as the broadcasters of Europe have demonstrated with far greater handicaps of language and differing technical standards than we have in the Americas. The basic obstacle has been the enormous cost that would be involved in tying the television systems of our various countries into a network.

For that reason, in my judgment, the soundest starting point would be a regional television network paralleling the Common Market that has already been projected by seven Latin American countries. Such a network could well be extended with the progressive lowering of trade barriers and the progress of the area toward economic integration. What I am envisaging is primarily a network joining Latin American broadcasters because of the special bonds of language, tradition and program interests in that part of the Hemisphere. But I would certainly look to the prospect of establishing ties between such a network and North American television broadcasters, especially as we enter the age of satellite communications.

In speaking of the virtues of the free competitive system of commercial broadcasting, I have dwelled on the relationship between broadcasting and economic growth. There is another great virtue of this system that deserves special emphasis in these troubled times. Independent, private broadcasting is both a stimulus and safeguard of political freedom and democratic institutions. There are, of course,

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fine examples of government-operated radio and television in the democratic tradition. However, it is my conviction that the private competitive system of broadcasting can best provide the freedom of information that is essential to freedom from tyranny. This does not happen automatically. As stewards of this system, it is our duty to use it to its full potential as an instrument of enlightenment, and to keep on our guard against any attempt at government intervention, whether it be a dictatorial seizure of broadcasting facilities or the more subtle approach of interference in the programming process.

By our vigilance against such threats, and by making the most of our growing opportunities to spread understanding, we broadcasters can best meet our responsibilities as professionals and as good citizens. This is a fateful period in the history of the Americas. Those who stand for freedom and representative government have endured defeat and discouragement. Many difficulties still lie ahead. But there is also real hope -- thanks in a sense to adversity itself -- that we in the broadcasting fraternity, working side by side, can lead our peoples forward into a new era of understanding, cooperation and progress.

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EXCITING NEW ENTERTAINMENT FORMATS AND VAST EXPANSION IN NEWS
AND PUBLIC AFFAIRS PROGRAMMING, WITH 40 PRIME TIME NEWS
SPECIALS, HIGHLIGHT NBC-TV'S 1961-62 PLANS

WASHINGTON, May 8 -- Plans for exciting new entertainment formats and a vast increase in informational programming during the 1961-62 season were unveiled yesterday by the NBC Television Network at a meeting of its affiliates in the Sheraton-Park Hotel.

Hugh Downs, master of ceremonies of NBC-TV's "Concentration," gave the visual presentation and introduced several of the producers and stars who will play key roles in next season's schedule.

Mr. Downs pointed out the enormous expansion of activity planned for next year in news and public affairs programming, an area where NBC already holds undisputed network leadership.

David Brinkley and Frank McGee will appear in two new weekly prime time news series, one of which, "David Brinkley's Journal," will be broadcast in color and is already fully sponsored. "The Nation's Future," "The Texaco Huntley-Brinkley Report," "Meet the Press" and "Chet Huntley Reporting" all continue as important parts of next season's schedule.

Color programming for the new season will take another giant step, with 60 per cent more color on NBC-TV during 1961 than during 1960.

The biggest programming boost in the news-public affairs area will be in Specials. Forty prime-time news specials will include:

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...Six "NBC White Paper" reports, exploring such topics as the jury system, labor rackets and a day in the life of a policeman.

...Three 90-minute Specials devoted to progress in the conquest of the universe.

...NBC's continuing series of reports on the Kennedy administration.

...Three reports on the latest developments in scientific research in key medical areas -- heart, cancer and mental illness.

..."Projection '62," the authoritative roundtable discussion of the world situation by NBC News correspondents from across the world.

Mr. Downs noted the following "bold moves" undertaken by NBC "to achieve the best balance of audience appeal combined with quality and diversity":

...The introduction to NBC of one of showbusiness' most renowned entertainment geniuses in a program reflecting the full scope and total creativity of his award-winning staff. The man is Walt Disney and the program will be "Walt Disney's Wonderful World of Color," "produced by the most famous pioneer in color entertainment and by a man who 'thinks in color.'"

...The inclusion in the schedule of Four Star's flagship production of the new season, "The Dick Powell Show," featuring Four Star's President as host and featured star. Such top guest stars as Danny Thomas, Peter Ustinov, David Niven, Van Heflin, Charles Boyer and Robert Taylor will add to the fire-power of this new series.

...A network television first, the prime-time presentation of full-length, uncut prestige films, the cream of 20th Century-Fox's post-1950 features, many of them in color.

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...NBC's strategy in the move of 5½ hours of successful 1960-61 programming to more favorable time periods for the new season. "National Velvet," which overtook both "Maverick" and "The Ed Sullivan Show" in March, will be seen at a new time, 7 p.m. Sunday, providing "an ideal lead-in to the new Disney hour." "Bonanza," currently the best-liked program of the entire family (according to TV-Q), moves to 9 p.m. Sunday. "The Price Is Right," which has led each of its three different time periods in the last four years, switches to 8:30 p.m. Monday, to precede the new "87th Precinct" series. Another addition to the Monday night schedule will be "Thriller," currently tied for the leadership of its Tuesday time period. "Sing Along with Mitch," which has received unprecedented audience response since its opening show, moves from Friday to 10 p.m. Thursday. Dinah Shore switches from Sunday to Friday, and time period leader "Wells Fargo" expands to an hour and moves to Saturday.

Among the new programming concepts on NBC-TV next season will be "The DuPont Show of the Week," an entertainment series of actuality programs ranging from dramas to Special Projects to news, produced by four award-winning NBC units.

"Dr. Kildare" comes to NBC-TV's Thursday night schedule after one of the quickest complete sales in recent seasons.

Also on NBC-TV's program roster will be both of the year's most sought-after comedy entries, "The Joey Bishop Show" and Nat Hiken's "Car 54, Where Are You?"

Highlights of the entertainment Specials planned by NBC include:

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...~~Eight~~ Bob Hope Specials.

...Eight television adaptations -- produced by Fred Coe -- of famous David Selznick motion pictures.

..."The Golden Years" -- Hollywood in its heyday.

...~~Eight~~ "World of ..." Specials. A look at the private worlds of famous personalities, produced by the Special Projects unit.

..."He Is Risen," an Eastertime sequel to last year's widely-acclaimed "The Coming of Christ" Special, which will be repeated next season.

...Probably four to six Hallmark dramas.

...Emmy Awards.

...TV Guide Awards.

In daytime television, NBC-TV is now the undisputed audience leader throughout the week. The latest quarter shows NBC in front with a lead of 150,000 homes over CBS and almost twice as many homes reached as ABC. Daytime sponsored time on NBC is 43 per cent ahead of a year ago.

NBC-TV's sports schedule will again be television's most comprehensive. Among the top events presented exclusively will be the World Series, both All-Star Games, the Rose Bowl, Sugar Bowl, Senior Bowl, Liberty Bowl, Pro Bowl, the Blue-Gray Game, East-West Shrine Game and the Annual Pro Championship. In golf and tennis, NBC will present the National Open, the Tournament of Champions and the National Tennis Championships. Supporting these top events is a year-round schedule of sports every Saturday and Sunday -- major league baseball, NBA basketball, racing from Hialeah and Monmouth Park and All-Star Golf.

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Speakers at the meeting included Robert W. Sarnoff, Chairman of the Board of NBC; Robert E. Kintner, President of NBC; Walter D. Scott, Executive Vice President, NBC Television Network; David Levy, Vice President, Programs and Talent, NBC Television Network; Card Walker, Vice President of Walt Disney Productions; Hubbell Robinson, whose company will produce "Thriller" and "87th Precinct"; Dick Powell, President of Four Star Television and host of "The Dick Powell Show"; Louis F. Edelman, whose company will produce "The Joey Bishop Show"; Dick Chamberlain, star of "Dr. Kildare"; Tom McDermott, Executive Vice President of Four Star Television; and Joey Bishop.

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FRED MacMURRAY AND WILLIAM FRAWLEY IN ADDED GROUP
OF PERFORMERS ON 'EMMY AWARDS' SHOW

Fred MacMurray, William Frawley, Tim Considine, Don Grady and Stanley Livingston of TV's "My Three Sons," have been added to the entertainment roster of the 13th Annual "Emmy Awards" show, to be broadcast over NBC-TV Tuesday, May 16 (10-11:30 p.m. EDT).

The quintet will be seen in a filmed sequence in which they comment about their own TV series, which they are watching on a store window set.

NBC-New York, 5/8/61

NBC TRADE NEWS

May 9, 1961

TWO 'PROJECT 20' COLOR BROADCASTS--'HE IS RISEN' (A NEW SPECIAL)
AND 'THE COMING OF CHRIST' (REPEAT OF WIDELY PRAISED PROGRAM)--
WILL BE SPONSORED ON NBC-TV NETWORK BY UNITED STATES STEEL

United States Steel will sponsor two "Project 20" color programs on the NBC-TV Network next season -- one at Christmas, one at Easter. They are "The Coming of Christ" and its as-yet-uncompleted sequel, "He Is Risen."

David Levy, Vice President, Programs and Talent, NBC-TV Network, made the announcement today. He said "The Coming of Christ" will be presented "immediately prior" to Christmas, at a day and time still to be set, and "He Is Risen" will be broadcast Wednesday, April 18, 1962, from 8:30 to 9 p.m. EST. United States Steel sponsored the premiere broadcast of "The Coming of Christ" last Dec. 21. (Batten, Barton, Durstine & Osborn is the agency for the sponsor.)

The same "Project 20" team responsible for "The Coming of Christ" will make its sequel. They are Donald B. Hyatt, Director of NBC Special Projects and producer-director of "Project 20"; Richard Hanser, writer; Robert Russell Bennett, composer and conductor of the orchestral score; Daniel Jones, research director, and Silvio d'Alisera, film editor.

Like its predecessor, "He Is Risen" will be built from hundreds of paintings in which the great artists of the late Middle

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Ages and the Renaissance depicted the life of Christ -- masterpieces in museums, private collections and institutions throughout the world.

The works will be animated through the now-famous "Project 20" still-pictures-in-action technique which critics of "The Coming of Christ" were moved to call "uncanny," "breathtaking," "visually exciting," and "stunning in its sense of drama, movement, and exaltation." The narration will consist almost wholly of the words of the King James version of the Bible.

Few programs in TV annals have won the rhapsodic praise from both critics and public that "The Coming of Christ" did in the wake of its premiere. Critics hailed it variously as "a masterpiece," "sublimely wrought," "a genuinely inspiring program" and "a work of permanence, a program of exceptional beauty and reverence that will rank as one of television's lasting accomplishments."

"The Coming of Christ" ends with the Sermon on the Mount. "He Is Risen" will treat the last days of Christ's ministry, the Last Supper, the agony in Gethsemane, the betrayal of Judas, the delivery to Pilate, the Crucifixion, the Entombment, and the Resurrection.

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NBC-New York, 5/9/61

NBC NEWS ASSIGNS PIERS ANDERTON TO BONN POST

Piers Anderton, former associate producer of the award-winning "Texaco Huntley-Brinkley Report," has been assigned to take over the Bonn, Germany, bureau as correspondent for NBC News, it was announced today by William R. McAndrew, Executive Vice President, NBC News. The Bonn post was formerly held by John Rich, who was recently assigned to head the NBC News bureau in Paris.

Anderton joined NBC News in 1957, and served as a writer and associate producer for the Huntley-Brinkley unit. Before coming to NBC he had been an associate editor for Collier's magazine and an editor of the San Francisco Chronicle.

While at NBC he produced filmed reports from London, Paris, Berlin, Southern and Northern Rhodesia, Ghana, Kenya, the Belgian Congo and other overseas areas. He was recently on a month's assignment in Spain, where he worked on an upcoming NBC News special.

Anderton was graduated from Princeton University in 1938, and studied at Harvard under a Nieman Fellowship.

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NBC-New York, 5/9/61

"IS A DURABLE PEACE WITH THE SOVIETS POSSIBLE?"

Norman Cousins and Leo Cherne to Debate Question

May 20 on "The Nation's Future"

Norman Cousins, editor of The Saturday Review, and Leo Cherne, executive director of the Research Institute of America, will debate the question, "Is a Durable Peace with the Soviets Possible?" Saturday, May 20 on "The Nation's Future," NBC-TV's award-winning debate series (9:30-10:30 p.m. EDT).

The debate will be taped in New York Wednesday, May 17 for broadcast May 20. John K. M. McCaffery will be moderator.

It will be the second meeting for Cousins and Cherne on "The Nation's Future," although viewers of this news-making program will see them for the first time. They debated a similar question -- "Is a Workable Peace With The Soviets Possible Now?" -- before a studio audience last March 25. That debate, recorded on tape, was scheduled for broadcast April 15, but developments in Cuba and Laos outdated several of their remarks, and a debate on a different topic, with other speakers, was substituted, April 15.

In the May 20 debate, Cousins will take the affirmative position and Cherne will present the negative case.

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NBC-New York, 5/9/61

FOUR NBC-TV NEWS SPECIALS, TOTALING 3 HOURS, 32 MINUTES,
COVERED CAPITAL CITY'S HONORS TO SPACEMAN SHEPARD
- - -
NBC Radio Network Offered More Than 3 Hours' Special Coverage

Four NBC News specials, totaling three hours and 32 minutes of programming on the NBC-TV Network, covered the Washington events yesterday (Monday, May 8) honoring spaceman Alan B. Shepard Jr. and his fellow astronauts.

The four programs were presented as "NBC Special News Reports" in the series sponsored by the Gulf Oil Corporation. They featured Frank McGee as anchorman and included on-the-scene reports by NBC News correspondents Robert Abernethy, Sander Vanocur and Herb Kaplow. The programs were produced by Chet Hagan.

The last of the four programs, "The Man of Freedom 7," (9-9:30 p.m. EDT) covered Shepard's day of triumph from his departure from Grand Bahama Island through his arrival at the White House, his motorcade to the Capitol and his news conference.

The first program (9:30-10:30 a.m. EDT) showed Shepard arriving at Andrews Air Force Base accompanied by the six other astronauts, their flight by helicopter to the White House, and the informal ceremonies there in which President Kennedy presented a civilian Distinguished Service Medal to Shepard.

The second program (11:20 a.m.-12:17 p.m. EDT) presented full and continuous coverage of the motorcade and the reception at the Capitol. It showed Shepard and his wife from the moment they stepped into a car at the White House through their ride to the Capitol and the reception by members of Congress.

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The third program (1-2:05 p.m. EDT) covered Shepard's news conference, including his opening statement and the question-and-answer session with reporters. The program also included an audio report from NBC News correspondent John Chancellor in Moscow on Russian reaction to Shepard's space flight.

The NBC Radio Network broadcast more than three hours of special coverage, with reports by NBC News correspondents Ray Scherer, Arthur Barriault, Richard Harkness, Bill Ryan, Herb Kaplow, Bryson Rash, Robert McCormick, and Steve Flanders.

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NBC-New York, 5/9/61

May 10, 1961

KRAFT TO SPONSOR 'MYSTERY THEATRE' SUMMER SERIES

"Perry Como's Kraft Music Hall" on NBC-TV will be replaced in the Summer by "Kraft Mystery Theatre," a 16-week series of full-hour mystery and suspense films, starting Wednesday, June 14 (9-10 p.m. EDT), it was announced today by David Levy, Vice President, Programs and Talent, for the network. (The programs will be broadcast in black-and-white only.)

Frank Gallop, resonant "voice" of the Como show, will be host of the Summer series, which will present English-produced films never before seen in America.

"Kraft Mystery Theatre" will be sponsored by the Kraft Foods Division of National Dairy Products Corporation. J. Walter Thompson Company is the advertising agency for the sponsor.

Gallop, a veteran TV-radio announcer and performer, has had varied assignments during his career, ranging from straight man for Milton Berle to the studious annotator of the New York Philharmonic broadcasts. His experience with TV mystery shows dates back to 1950 when, as narrator for NBC-TV's "Lights Out" suspense series, he was described as "the face with the hollow voice."

"Perry Como's Kraft Music Hall" color broadcasts will return to the network for its third season Wednesday, Oct. 4 (9-10 p.m. EDT). The date also will mark the start of Como's seventh year of full-hour NBC-TV programs.

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May 10, 1961

PROGRAM CHANGE FOR 'CHET HUNTLEY REPORTING'

BATTLE FILM OF CUBAN DEFENSE AGAINST REBELS

TO BE SHOWN FIRST TIME ON AMERICAN TV

Battle film of Cuban defense against the rebel invasion will be shown for the first time on American television when it is presented on NBC-TV's "Chet Huntley Reporting" Sunday, May 14 (5:30 p.m. EDT).

(Note: This filmed report will replace a feature on the British Voluntary Service Overseas, originally announced for May 14. The VSO report will be rescheduled for a later date.)

The film was prepared by the Cuban Institute of Cinematography as a propaganda newsreel to be shown in Cuban movie theaters. It was obtained by NBC News through a neutral source.

The film, which runs approximately 15 minutes, shows Castro militia fighting on the beaches against the invasion force. It includes scenes of Fidel Castro leading the defense and Cuban artillery of Russian and Czechoslovakian make shooting down B-36 planes giving cover to the invasion force. There is also footage showing Cuban casualties caused during the fighting and extensive coverage of the rebel soldiers and American-made equipment which were captured on the beachhead.

The film will be broadcast with a simultaneous translation of the accompanying Cuban commentary.

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NBC-TV NETWORK PROGRAM

PROGRAM CHANGE FOR 'THE LAWLESS YEARS'

'LEGS DIAMOND' WILL BE THE OPENING STORY FRIDAY, MAY 12,

WHEN SERIES RETURNS TO THE NBC TELEVISION NETWORK

- - -

Five-Part 'Louy K' Drama to Start on Broadcast of June 2

"Legs Diamond," the drama originally listed to open "The Lawless Years" series when it returns to the NBC-TV Network Friday, May 12 (9-9:30 p.m. NYT), has been reinstated for that date. This supersedes the announcement that the opening episode was to be "Louy K," first program of a five-part series.

Following is the revised schedule for the series through June 30:

May 12 -- "Legs Diamond," May 19 -- "Gang War,"
May 26 -- "Sonny Rosen," June 2 -- "Louy K," June 9 -- "Louy K"
("Sing Sing"), June 16 -- "Louy K" ("Birth of the Organization"),
June 23 -- "Louy K" ("Heydays of the Organization"), and June 30
-- "Louy K" ("The Disintegration").

In "Legs Diamond," Detective Sergeant Barney Ruditsky (series star James Gregory) is closing in on Legs Diamond (Robert Ellenstein) when the racket bosses order the mad killer's execution to safeguard their booze, narcotics and gambling empires.

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NBC-New York, 5/10/61

NBC-TV NETWORK PROGRAMS

DAVE GARROWAY HONORED

Dave Garroway, star of NBC-TV's "The Dave Garroway Today Show," will be one of three persons honored by the Massachusetts Committee of Catholics, Protestants and Jews at its 24th annual dinner in Boston Thursday, May 11. Citations for "distinguished service to fellow Americans" will be awarded to Garroway, Secretary of Labor Arthur J. Goldberg and the Rev. Theodore M. Hesburgh, C.S.C., president of Notre Dame University. Jack Lescoulie, a regular member of the "Today" program cast, will accept Garroway's award for him.

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PROGRAM CHANGE FOR 'WHISPERING SMITH'

"Blind Gun," listed previously as the premiere episode for May 8 of the NBC-TV Network's new "Whispering Smith" series but preempted on that date by an NBC News special broadcast, has been canceled. The "Whispering Smith" premiere episode will be "The Grudge," with Robert Redford and Gloria Talbott as guest stars, Monday, May 15 (9-9:30 p.m. EDT). Subsequent episodes will be broadcast on the dates previously announced in the NBC Daily News Report.

A police-mystery series set in Denver, Colo., during the 1870s, "Whispering Smith" stars Audie Murphy in the title role and co-stars Guy Mitchell as George Romack and Sam Buffington as Chief John Richards.

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NBC-New York, 5/10/61

NBC TELEVISION NETWORK NEWS

May 10, 1961

MANY TV HEADLINERS TO PERFORM ON 'EMMY AWARDS' SHOW

More than 20 television personalities will appear in the entertainment portions of the 13th Annual "Emmy Awards" show on the NBC-TV Network Tuesday, May 16 (10-11:30 p.m. EDT).

The performers and their stints will include:

Huckleberry Hound and Yogi Bear, involved with a television rating machine.

Art Linkletter discussing TV viewing habits with children.

Lola Albright, Amanda Blake and Dorothy Provine singing a lament about single girls.

Dennis Weaver soliloquizing about television.

Fred MacMurray, William Frawley, Tim Considine, Don Grady and Stanley Livingston of "My Three Sons," spoofing their own series.

Dwayne Hickman, Bob Denver, Florida Friebus and Frank Faylen of "Dobie Gillis," kidding TV set meters.

Robert Stack explaining how he avoids confusing himself with Eliot Ness.

Lorne Greene and Dan Blocker of NBC-TV's "Bonanza," presenting American, British and Japanese versions of their series.

Jay North and Joe Kearns of "Dennis the Menace," poking fun at Summer re-runs.

(more)

Martin Milner and George Maharis of "Route 66," illustrating the growth of TV and showing how the famous highway brings them to the "Emmy Awards" show.

Dennis Weaver of TV's "Gunsmoke" will deliver a soliloquy on television in one of the filmed entertainment segments. Weaver replaces Richard Boone, previously announced for this spot. Boone was unable to participate because of another commitment.

Red Skelton and Mitch Miller, also announced as entertainers, will not participate, because of other commitments.

The entertainment segments of the broadcast will be presented on film or tape. Produced and directed by Bob Henry, with composer-conductor John Scott Trotter leading the orchestra, the program will originate in the Moulin Rouge in Hollywood, with Dick Powell as emcee, and in the Ziegfeld Theatre, New York, with Joey Bishop as emcee.

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NBC-New York, 5/10/61

May 10, 1961

CAMERA PLACEMENTS AT HOLLYWOOD'S MOULIN ROUGE TO PERMIT VIEWERS
TO 'WALK' WITH STARS DURING 'EMMY AWARDS' BROADCAST ON NBC-TV

Viewers of the 13th annual "Emmy Awards" show will be able to "walk" with the stars into the Moulin Rouge where the Hollywood segments will originate for the NBC-TV Network broadcast Tuesday, May 16 (10-11:30 p.m. EDT).

A camera will pick up the nominees as they arrive and follow them into the theatre-restaurant where they will take their places and await announcements of the winners in the 24 categories. Each winner will receive an Emmy statuette, symbol of outstanding achievement in television between April 1, 1960, and April 15, 1961.

Five cameras will be placed strategically inside the Moulin Rouge. Three of them will be on stage, one just off the center aisle of the third tier of seats, and one in the lobby.

In addition, there will be a "creepie-peepie." This is the camera first used by NBC at the political conventions of 1956. Similar to a hand movie camera, the operator, with the recording unit strapped on his back, can walk through the audience and pick up candid reactions and dialogue at close range.

High above either side of the stage, large monitor screens will be installed for a clear view of the program by the audience.

As previously announced, Dick Powell will emcee from Hollywood and Joey Bishop will emcee the New York origination from the Ziegfeld Theatre.

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May 10, 1961

SAFETY HINTS IN "WAGON TRAIN" DRAMA
HELP SAVE TWO GIRLS' LIVES

The TV set has special significance for Debra Robbins, eight, and her eight-year-old playmate, Pamela Shirley.

Just one week ago today, pony-tailed Debra used what she had seen on NBC-TV's "Wagon Train" to save herself and Pam from drowning in a 25-foot well in suburban Indianapolis, Ind. Neither girl can swim.

The girls, both third grade pupils, were playing outside the Robbins house when some old boards covering a well gave way, and they plunged down a murky, brick-lined shaft into 12 feet of water.

Debra did some quick-on-the-draw thinking and braced her back and feet against the walls, and urged Pam to hang on to her. Their cries brought help within minutes.

A family friend grabbed a clothesline from an adjoining shed and lowered it into the shaft. Debra caught hold and hoisted herself out, hand-over-hand. The line was dropped again to retrieve her playmate.

Both girls, shaken but unharmed, were tucked in bed, and Debra explained she had learned to brace herself in the shaft by watching a cowboy do it on an episode of "Wagon Train."

("Wagon Train" is presented on NBC-TV Wednesdays, 7:30 to 8:30 p.m. EDT).

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THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

May 15, 1961

2-X-H

NBC NEWS ESTABLISHES FULL-TIME AFRICAN NEWS BUREAU
TO COORDINATE NETWORK COVERAGE OF CONTINENT

A full-time African news bureau staffed by NBC Newsmen and coordinating the network's coverage of the entire continent has been established in Leopoldville in the Congo, it was announced today by William R. McAndrew, Executive Vice President, NBC News.

Mr. McAndrew said that establishment of the bureau was in recognition of the increasingly vital role of African nations in world affairs. He pointed out that it was the fourth major NBC News bureau to be set up in the past two months, others having been opened in Rio de Janeiro, Brazil; Buenos Aires, Argentina, and Ottawa, Canada.

NBC News has covered events in the Congo continuously since the outbreak of violence in July, 1960. Among the NBC staff members who have participated in the coverage are correspondents John Rich, Irving R. Levine and Welles Hangen and cameramen John Peters, Edmondo Ricci and Joseph Oexle.

The full-time bureau will be headed by correspondent Bernard Frizell, previously in Paris, and its staff will include cameraman Louis Hepp, formerly in Athens. The bureau will be headquartered in Leopoldville as long as that city is a major newsmaking center. It can be moved on short notice, however, to any other African area that may assume importance in the news.

Frizell, who joined NBC News in 1960, is a former Paris correspondent for Time and Life magazines and for the American Broadcasting Company. He studied at Brooklyn College as an undergraduate and received an M. A. degree from Harvard.

2 - African News Bureau

The African bureau will coordinate the coverage of the following correspondents and cameramen who work with NBC News in Africa:

Correspondent George Clay, Johannesburg, South Africa

Correspondent Dennis Kiley, Johannesburg

Cameraman E. Ross Christie, Johannesburg

Cameraman C. F. Coley, Capetown, South Africa

Cameraman Travers Barrett, Durban, South Africa

Cameraman Al Wells, Port Elizabeth, South Africa

Correspondent Ronald Legge, Salisbury, Southern Rhodesia

Cameraman Ray Wilson, Salisbury

Cameraman Peter Robins, Kitwe, Northern Rhodesia

Correspondent John Akar, Freetown, Sierra Leone

Correspondent-cameraman Homer Smith, Addis Ababa, Ethiopia

Correspondent Bernard Dotso Dorkenoo, Accra, Ghana

Correspondent Andrew Pearson, Nairobi, Kenya

Cameraman Henry Toluzzi, Nairobi, Kenya

Correspondent Robert N. Lindsay, Lagos, Nigeria

Cameraman Mario Pirelli, Luanda, Angola

Cameraman Beauford Mensah, Monrovia, Liberia

Cameraman Olojo Kosoko, Lagos, Nigeria

Cameraman J. P. Ceuppens, Usumbura, Ruanda Urundi

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NBC-New York, 5/15/61

NBC'S SANDER VANOCUR FIRST WITH KENNEDY-KHRUSHCHEV MEETING STORY

Sander Vanocur, NBC News' White House correspondent, was first to break the news that President Kennedy was trying to arrange a face-to-face meeting early next month with Soviet Premier Nikita Khrushchev.

Vanocur's report from Palm Beach, Fla., carried first on the NBC-TV Network's "Chet Huntley Reporting" program yesterday (Sunday, May 14, 5:30 p.m. EDT), said that the administration was trying to clear the meeting with this country's allies and expected to complete that process within a few days.

3 STARS JOIN NOTABLE CAST FOR 'DICK POWELL SHOW' PREMIERE

Mickey Rooney, Dean Jones and Kay Thompson will join Dick Powell's all-star cast for the first episode of his new full-hour series, "The Dick Powell Show," on the NBC-TV Network Tuesday, Sept. 26 (9-10 p.m. EDT).

Frank Gilroy's original teleplay, "Who Killed Julie Greer?," will be produced by Aaron Spelling and directed by Buzz Kulik. It will go before the cameras at Four Star Studios May 22. Previously announced top performers, who will portray prime suspects in a murder case, include Nick Adams, Ralph Bellamy, Edgar Bergen, Lloyd Bridges, Jack Carson, Carolyn Jones and Ronald Reagan. June Allyson, also announced earlier, will not appear because of another commitment.

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NBC-New York, 5/15/61

2-X-H



NBC COLOR TELEVISION NEWS

NBC-TV NETWORK'S TOTAL COLOR HOURS FOR 1961 TO TOP 1600,
MARKING 60% INCREASE OVER 1960 AND SETTING NEW
PROGRAMMING RECORDS, DON DURGIN ANNOUNCES

LAS VEGAS, May 16 -- With $10\frac{1}{2}$ hours of color programming in prime evening time each week next season, the NBC Television Network's total color hours for 1961 will top 1,600, a 60 per cent increase over 1960, it was announced today.

Don Durgin, Vice President, NBC-TV Sales, told a meeting of RCA dealers and distributors that NBC's 1961 color programming will set new records in

- ...total number of hours.
- ...number of homes reached.
- ...number of advertisers.
- ...greatest amount of Summer color programming.
- ...daytime programming, with triple the amount of color presented just two years ago.
- ...nighttime programming, a 71 per cent increase over 1960.
- ...top-rated filmed programming, with two of NBC's most popular shows, "Laramie" and "Tales of Wells Fargo," being colorized for the season.

The 1,600 hours of color which will be presented during 1961, Mr. Durgin noted, can be contrasted with 68 hours in 1954, the year

(more)

2 - NBC-TV Color Programming

NBC began broadcasting regularly in color. Advertiser enthusiasm for these programs is illustrated by the jump in sponsors participating in color programs from six in 1954 to 110 in 1960.

With the addition of new, quality programming, nighttime color hours during 1961 will reach 815 hours, topping the previous high of 476, set last year.

The 1961-62 evening color schedule is as follows:

Monday-Friday -- "The Jack Paar Show." (8 3/4 hours a week)

Sunday -- "Meet the Press," "The Bullwinkle Show," "Walt

Disney's Wonderful World of Color," "Bonanza," "Du Pont Show of the Week" (Part), Selznick specials (Part),

(3-plus hours a week)

Monday -- "The Price Is Right." (1/2 hour a week)

Tuesday -- "Laramie." (1 hour a week)

Wednesday -- "Perry Como's Kraft Music Hall," "The Bob Newhart Show," "David Brinkley's Journal."

(2 hours a week)

Thursday -- "Sing Along with Mitch." (1 hour a week)

Friday -- "The Dinah Shore Show," AT&T specials (1 hour a week)

Saturday -- "Tales of Wells Fargo," Saturday night movies (Part). (2 hours a week)

The new color programs include "The Bullwinkle Show" (color cartoons), "Walt Disney's Wonderful World of Color," "Du Pont Show of the Week," Selznick specials, "The Bob Newhart Show," "David Brinkley's Journal" and the Saturday night movies.

Daytime color programming will total 815 hours in 1961, compared with 558 in 1960 and 306 in 1959.

(more)

3 - NBC-TV Color Programming

New color programs added to NBC-TV's Summer schedule will make 1961 the most colorful Summer in history, with the 1961 total of 348 color hours more than doubling 1960's 167. "The Best of Paar," presented each Friday, started in color Friday, May 12. The NBC Color Mobile Unit was sent to the Landers Theater in Springfield, Mo., to bring color to "Five Star Jubilee," and a new series, "Great Ghost Stories," will be seen in color each Thursday night.

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NBC-New York, 5/16/61

May 16, 1961

GENERAL MILLS TO SPONSOR 'THE BULLWINKLE SHOW,'

NEW ANIMATED CARTOON SERIES IN COLOR

"The Bullwinkle Show," an animated cartoon series in color, will be a Sunday evening feature on the NBC-TV Network during the 1961-62 season, it was announced today by David Levy, Vice President, Programs and Talent, NBC Television Network.

The show will be presented in the 6:30-to-7 p.m. EDT time period starting Sunday, Sept. 24. General Mills Inc., through Dancer-Fitzgerald-Sample Inc. will sponsor the color series.

Designed for family appeal, "The Bullwinkle Show" will offer sophisticated humor and satire for adults, and action and adventure in comedy situations for the younger set.

Each show will have opening and closing episodes relating the cliffhanger adventures of Bullwinkle Moose, the only moose in the world who walks on two legs, and his sidekick, Rocket J. Squirrel, a jet-age flying squirrel. They spend most of their time battling a pair of villainous but comic spies, Boris Badenov and Natasha Fatale.

Other regular segments will include "Fractured Fairy Tales," with Edward Everett Horton narrating off-beat versions of popular fairy tales, and the zany adventures of Dudley Do-Right, a Northwest Mountie who, by chance, usually gets his man.

"The Bullwinkle Show," created by Jay Ward and Bill Scott, will be produced by Producers Associates of Television Inc., with Peter M. Piech as executive producer. The same company also produces "King Leonardo and His Short Subjects," a Saturday morning color feature on NBC-TV.

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2-X-H

NBC TELEVISION NETWORK NEWS

May 17, 1961

"MACBETH" (WITH 5 HONORS) HIGHLIGHTS NBC-TV'S WINNING OF 12 EMMY AWARDS
--MORE THAN ANY OTHER NETWORK--IN THE 13TH ANNUAL CEREMONIES
OF THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

The NBC-TV color broadcast of "Macbeth" on "Hallmark Hall of Fame" won five of the top Emmy Awards presented last night (Tuesday, May 16) at the 13th annual ceremonies of the National Academy of Television Arts and Sciences.

Other key winners in the awards ceremonies -- broadcast over the NBC-TV Network from 10 to 11:30 p.m. EDT -- were the "Huntley-Brinkley Report" and "Astaire Time." A total of 12 awards and citations was presented to NBC programs and performers, more than was awarded to any other network.

The NBC winners were:

"Outstanding Program Achievement in the Field of Drama" --
"Macbeth."

"Outstanding Program Achievement in the Field of Variety" --
"Astaire Time."

"Outstanding Program Achievement in the Field of News" --
"Huntley-Brinkley Report."

"Outstanding Single Performance by an Actor in a Leading Role" -- Maurice Evans in "Macbeth."

"Outstanding Single Performance by an Actress in a Leading Role" -- Judith Anderson in "Macbeth."

"Outstanding Performance by an Actress in a Series" --
Barbara Stanwyck -- "The Barbara Stanwyck Show."

"Outstanding Performance in a Supporting Role by an Actor or Actress" -- Roddy McDowall in "Not Without Honor" --
Equitable's "Our American Heritage."

(more)

2 - Emmy Awards

"Outstanding Performance in a Variety or Musical Program or Series" -- Fred Astaire in "Astaire Time."

"The Program of the Year" -- "Macbeth" on the "Hallmark Hall of Fame."

"Outstanding Directorial Achievement in Drama" -- George Schaefer -- "Macbeth."

"Outstanding Achievement in Electronic Camera Work" -- "Sounds of America" on the "Bell Telephone Hour."

Trustees Award to Joyce C. Hall, President of Hallmark Cards, Inc. "for his personal interest in uplifting the standards of television through complete sponsorship over a ten-year period of "Hallmark Hall of Fame," which has brought many enriching hours of entertainment to the viewing public; and for furthering the interests of young playwrights by establishing the Hallmark Teleplay-Writing Competition."

The "Emmy Awards" show originated from the Moulin Rouge in Hollywood, where Dick Powell served as host and master of ceremonies, and from the Ziegfeld Theatre in New York, where comedian Joey Bishop served as host.

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NBC-New York, 5/17/61

22 NBC-TV 'WISDOM' CONVERSATIONS (INCLUDING 9 STILL TO BE BROADCAST)
APPEAR IN NEW BOOK EDITED BY JAMES NELSON OF NBC SPECIAL PROJECTS

The "Wisdom" conversations were initiated by the NBC Television Network in 1952 to offer viewers "participation in the greatness of the great."

Nine of them yet to be broadcast -- plus 13 that have been -- appear in a new book, "Wisdom for Our Time," which W. W. Norton & Company will publish next week. The editor is James Nelson, Manager, NBC Special Projects, who is the program's producer.

(Nelson expects that the new nine will be on the air next season: W. Somerset Maugham, Nadia Boulanger, Andres Segovia, Clement Attlee, David Low, William Ernest Hocking, Norman Thomas, Howard Lindsay and Dr. Paul Dudley White.)

All 22, who have (in Nelson's phrase) "tall places in our time," reveal their inmost convictions about life and its meaning for them.

"The question is not to TALK of things, but to DO things," counsels Nadia Boulanger, musician and teacher of composers. "Throw yourself into the hurly-burly of life," says Maugham in a word of advice to writers. "The one thing I would recommend is that no one has a right to live in the world without wanting to leave behind at least the effort to have done something that mattered," says Norman Thomas.

"It's in my bath I find that things crystallize best," says cartoonist David Low. "There's something mysterious about the effect of flowing water. It induces ratiocination."

(more)

Nelson's notes on the circumstances of making the films introduce each of the printed conversations. In the introduction to the segment on Lord Attlee, former Prime Minister of Great Britain, Nelson writes:

"He had agreed to a date. On the day of the filming, he was about to leave a hospital in London, where he had been for a week, when he heard that Lady Attlee had been in an automobile accident and was herself in a hospital in the country. When offered, by telephone, a cancellation of the filming, he said, 'No, I made a promise.' He left his hospital as planned, drove to hers, and brought her home to Cherry Cottage. He went on camera at 3:30 in the afternoon; and we had most of this talk by 6:30."

It is, uninhibited talk, too; about the history of his times; and it names names. It pays a tribute to Winston Churchill unlike any other he has received -- a tribute that has to do with a layer cake.

In addition to those already named, the book includes conversations with Daisetz Suzuki, Harlow Shapley, Eleanor Roosevelt, Robert Moses, Dr. Karl Menninger, Margaret Mead, Father John La Farge, Edith Hamilton, Harry Emerson Fosdick, Grenville Clark, James Bryant Conant, Pearl Buck and Van Wyck Brooks.

"Wisdom for Our Time" is a sequel to "Wisdom--First Series," published in 1960.

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NBC-New York, 5/17/61

NBC-TV NETWORK PROGRAM

COLLEGE TO HONOR DAVE GARROWAY

Dave Garroway, host of NBC-TV's "The Dave Garroway Today Show," will receive an honorary degree of Doctor of Ocular Science from Massachusetts College of Optometry at commencement exercises June 9 in New England Mutual Hall, Boston.

The college's board of trustees voted unanimously to confer this honor upon him for his "interest in the welfare of the physically handicapped." The D.O.S. degree, the college said, is given only to those who have made a contribution to human welfare or to the advancement of education. By "bringing the need for vision care to the attention of the public," the "Today" program is performing "a humanitarian act of no little import," the college stated.

The graduation exercises will be held at 2 p.m. June 9. Later the same day Garroway will speak at the kick-off dinner of the United Negro College Fund campaign in Boston. His topic will be "College for the Negro Today."

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NBC-New York, 5/17/61

CAST, CREDITS AND PROGRAM FOR 'SUMMER ON ICE--1961,'

COLOR BROADCAST ON NBC-TV TUESDAY, JUNE 6

Program: "Summer on Ice--1961"

Time: NBC-TV Network color broadcast Tuesday,
June 6 (10-11 p.m. EDT).

Format: Musical ice extravaganza built around the
21st birthday edition of the world-
renowned "Ice Capades" revue.

With Figure-skating champion Ronnie Robertson
and selected skating stars from "Ice
Capades."

Starring Peter Lawford as host, Kirby Stone Four and
special guest star Peggy Lee.

Other stars of
'Ice Capades': Cathy Machado, Romaine and Steele, Bill
Henry and Bill Henry Jr., the Old
Smoothies, Hans Leiter, the Three
Bruises, Wagner and Paul, and the entire
corps of the "Ice Capades."

Produced and Directed by Alan Handley

Written by Johnny Bradford

Music Director: Paul Weston

Unit Manager: Lloyd Bockhaus

Art Director: Robert Kelly

Costumes: Grady Hunt

Associate Director: Bob Gilmore

Assistant to the
Producer: Cathy Murphree

Technical Director: Don Laduke

Lighting: John Casagrande

Audio: Philip Ryder

Senior Video: Ray Olsen

* * *

(more)

CREDITS FOR 'ICE CAPADES'

Producer: John H. Harris

Choreography for TV: Rosemarie Stewart, Robert Dench, Ron
Fletcher and Lucrecia Reyes Urtula

Costumes: Billy Livingston

Music Conductor: Jerri Mayhall

Set Designer: George Jenkins

* * *

Origination: On color video tape from Los Angeles Sports
Arena

Sponsor: United States Brewers Association

Agency: J. Walter Thompson Company

NBC Press
Representatives: Doug Duitsman (Hollywood); Charlie
Gregg (New York)

* * *

Program Highlights

1. Opening -- Peter Lawford descends in a balloon, singing "I'm
Sitting on Top of the World;" is met by girl with a
parasol who conducts him to sleigh which he rides to
ice rink.
2. "Tannhauser" -- Romaine and Steele.
3. "Do It Yourself" -- The Three Bruises.
4. "Things Are Swinging" -- Peggy Lee.
5. "The Ballerina" -- Hans Leiter.
6. "La Traviata" -- Cathy Machado.
7. "English Rock and Roll" -- Kirby Stone Four.
8. "As Big Bill Would Prefer It" -- Bill Henry and Bill Henry Jr.
9. "Il Trovatore" -- Ronnie Robertson.

(more)

3 - Credits for 'Summer on Ice--1961'

10. "St. Louis Blues" -- Peggy Lee.
11. "I Love Being Here with You" -- Peter Lawford, Peggy Lee and Kirby Stone Four.
12. "Olympics" -- Wagner and Paul.
13. The Old Smoothies.
14. "Ballet Militaire" -- Ice Capets and Ice Cadets.

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NBC-New York, 5/17/61

2-X-H

NBC TRADE NEWS
May 18, 1961

AMERICAN DAIRY ASSOCIATION WILL BE ALTERNATE SPONSOR
OF ALL-NEW 'DINAH SHORE SHOW' SCHEDULED FOR NBC-TV
COLOR BROADCASTS EVERY OTHER FRIDAY IN 1961-62

The American Dairy Association will be alternate sponsor of the all-new color program, "The Dinah Shore Show," which starts on NBC-TV next Oct. 6 (every other Friday, 9:30 to 10:30 p.m. NYT), it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Returning to NBC-TV for her 11th season on a new day and time, Miss Shore will be back in the Fall in a series of music and variety programs that will alternate with the "Bell Telephone Hour" on Fridays during the 1961-62 season. Miss Shore's programs will be presented as live color broadcasts from Hollywood.

One of television's top female stars, Miss Shore has won scores of the industry's outstanding awards in the 10 years she has appeared on the NBC-TV Network. Her new series will continue to be distinguished by the same degree of quality programming, featuring comedy and musical skits in tasteful presentations, with greater emphasis on young talent.

Henry Jaffe, who has long served as executive producer of the Dinah Shore shows, will continue his association with the star. Dean Whitmore will be director.

The purchase for American Dairy Association was placed through Campbell-Mithun Inc.

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NBC TELEVISION NETWORK NEWS

May 18, 1961

NINE NBC-TV SPECIALS TO BE REPEATED IN TUESDAY NIGHT SUMMER SERIES

The Sponsor--Purex--Will Include Six of Its 'Specials for Women,'
Two Programs from 'Project 20,' and One from 'Sunday Showcase'

Nine NBC-TV specials -- six originally seen on the daytime "Purex Special for Women" series, two first broadcast on "Project 20," and one on "Sunday Showcase" -- will be presented on Tuesday nights from 10 to 11 p.m. EDT during July, August and September, under sponsorship of the Purex Corporation.

The schedule of the Summer series follows:

- July 11 -- "Those Ragtime Years" (repeat of "Project 20" of Nov. 22, 1960)
- July 18 -- "The Single Woman" (repeat of "Purex Special for Women" of Feb. 9, 1960)
- July 25 -- "The Trapped Housewife" (repeat of "Purex Special for Women" of Nov. 10, 1960)
- Aug. 1 -- "The Cold Woman" (repeat of "Purex Special for Women" of Oct. 14, 1960)
- Aug. 8 -- "The Working Mother" (repeat of "Purex Special for Women" of Dec. 8, 1960)
- Aug. 15 -- "Mother and Daughter" (repeat of "Purex Special for Women" of March 9, 1961)
- Aug. 22 -- "Change of Life" (repeat of "Purex Special for Women" April 13, 1961)
- Aug. 29 -- "The Margaret Bourke-White Story" (repeat of "Sunday Showcase" of Jan. 3, 1961)
- Sept. 5 -- "The Will Rogers Story" (repeat of "Project 20" of March 28, 1961)

(more)

2 - Purex Repeat Series

Advance program stories concerning each of the specials will be carried in the NBC Daily News Report.

The order for the purchase of the Summer series, part of a larger purchase by the Purex Corporation extending into the 1961-62 season, was placed through Edward H. Weiss & Company, Chicago.

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NBC New York, 5/18/61

May 18, 1961

Attention, Sports Editors

COMMENTATORS CHOSEN FOR NBC-TV COVERAGE OF FINAL ACTION
IN NATIONAL OPEN GOLF CHAMPIONSHIP

'Monitor' Also to Cover Links Classic

Sportscasters Lindsey Nelson, Chuck Thompson and John Ferguson will team up as the commentators for NBC-TV's coverage of the final four holes of the 61st annual National Open Golf Championship at Oakland Hills Country Club in Birmingham, Mich., Saturday, June 17 (5:30 to 7 p.m. EDT).

This will mark the seventh time that Nelson, NBC's assistant sports director, is reporting the Open for NBC (five years on TV, two years on radio). He will describe the play at the climactic 18th hole, with Thompson at the 17th and Ferguson at the 16th. Thompson is a sportscaster in Baltimore and Ferguson in Baton Rouge, La.

The TV coverage, a presentation of the NBC Sports Department, will be produced by Perry Smith. Harry Coyle and Ted Nathanson will be the directors. The 90-minute sportscast will be co-sponsored by Wilson Sporting Goods Company and Kemper Insurance Companies.

NBC Radio Network's "Monitor '61" also will cover the classic Saturday, June 17, with several five-minute pickups during both the third and fourth rounds. The commentator and broadcast times will be announced.

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NBC COLOR TELEVISION NEWS



May 18, 1961

DALE ROBERTSON FORMS OWN PRODUCTION COMPANY FOR FULL-HOUR
'TALES OF WELLS FARGO' COLOR SERIES TO BE PRESENTED
ON THE NBC-TV NETWORK SATURDAY NIGHTS IN 1961-62

Dale Robertson, star of NBC-TV's "Tales of Wells Fargo," has formed his own production company, Juggernaut, Inc., it has been announced by the actor. The new organization will be the production unit for the full-hour color version of "Tales of Wells Fargo," scheduled on the NBC-TV Network Saturday nights (7:30-8:30 p.m. NYT) in the 1961-62 season. Shooting on the expanded series begins about June 1.

Robertson, president of Juggernaut, Inc., will continue to star as Wells Fargo agent Jim Hardie. The new format calls for five additional regular cast members now being selected.

In addition to producing "Tales of Wells Fargo," Juggernaut expects to package other television and motion picture properties.

Robertson has named the following to executive posts for Juggernaut, Inc:

Earle Lyon, who has been producer of the "Wells Fargo" series since August, 1960, as vice president. Lyon will produce the full-hour version.

Sol Laventman as treasurer.

Milton N. White as secretary.

Company offices are on the Revue lot in California.

(The current half-hour "Tales of Wells Fargo" series, in black and white only, is scheduled Mondays, 8:30-9 p.m. EDT).

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GEORGE A. HEINEMANN TO ADDRESS WAYNE UNIVERSITY DINNER

George A. Heinemann, manager of NBC Public Affairs, will speak on "The Creative Instinct" at Wayne State University, Detroit, Friday, May 19. He will address the student body at the university's annual communications awards dinner.

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BEHIND-SCENES STORY OF NBC OPERA'S "BORIS GODUNOV" IN HARPER'S

A behind-the-scenes report on the NBC Opera Company production of "Boris Godunov" appears in the June issue of Harper's Magazine. Written by Martin Mayer, who spent several weeks with the NBC group during the rehearsals, the article explains the technical and musical problems and tells how they were solved.

The opera was an NBC-TV network color broadcast Sunday, March 26, with Giorgio Tozzi in the title part. Mayer agrees in his article with the critics' consensus which hailed this production as one of NBC's finest in 12 years.

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NBC-New York, 5/18/61

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NBC TRADE NEWS

May 19, 1961

'WESTINGHOUSE PREVIEW THEATRE'

Summer Series of New Comedy TV Films to Start
In NBC Friday Night Time Period July 14

"Westinghouse Preview Theatre," a Summer series of new comedy TV films, will take the time period of the current "Westinghouse Playhouse Starring Nanette Fabray and Wendell Corey" on the NBC-TV Network, starting Friday, July 14 (9:30 to 10 p.m. EDT).

The new series will be sponsored by the Westinghouse Electric Corporation through the McCann-Erickson Inc. advertising agency.

"Westinghouse Preview Theatre" will present outstanding pilot films never before presented on television. Each program will be a complete story and will star various personalities including Shirley Jones, Mickey Shaughnessy, Hal March, Joe E. Brown, Jan Clayton, Myron McCormick, Ray Walston and others.

The list of producers for the shows includes Harry Ackerman, Ray Singer and Dick Chevillait, Phil Rapp, Paramount, 20th Century-Fox, Roncom, Carey Wilber, Mort Briskin, Dick Wesson, Jerry Stagg and Sam Marx.

The final "Westinghouse Playhouse Starring Nanette Fabray and Wendell Corey" program will be presented July 7.

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May 19, 1961

NBC TELESales TO RECORD 'THE POWER AND THE GLORY' (ON FILM AND TV TAPE)
FOR TALENT ASSOCIATES - PARAMOUNT LTD.; 90-MINUTE SPECIAL STARS OLIVIER

NBC TeleSales has completed negotiations with Talent Associates - Paramount Ltd. to record on film and television tape "The Power and the Glory," a 90-minute special dramatic program to be presented on the CBS Television Network in the Fall.

In making the announcement, Jerry Madden, Director of NBC TeleSales, said that because of the size and scope of the black-and-white production, both of NBC's Brooklyn, N. Y., studios will be utilized May 30 through June 4 for the production.

The program will star Laurence Olivier in his second appearance on American TV. He also starred in the NBC-TV production of "The Moon and Sixpence" in October, 1959.

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May 19, 1961

30-MAN NBC NEWS TEAM WILL COVER KENNEDY'S MEETINGS
WITH DeGAULLE IN PARIS AND KHRUSHCHEV IN VIENNA

A 30-man NBC News team, including seven correspondents, will cover President Kennedy's forthcoming meetings with French President DeGaulle in Paris and with Soviet Premier Khrushchev in Vienna.

The NBC News team will make use of the NBC-BBC trans-Atlantic cable film system, Eurovision lines, mobile video tape units, film crews and radio circuits to report the meetings in special and regular news programs on the NBC Television and Radio Networks.

The NBC News correspondents participating in the coverage are Sander Vanocur (White House), Joseph C. Harsch (London), Edwin Newman (New York), Irving R. Levine (Rome), John Chancellor (Moscow), John Rich (Paris) and Clyde Farnsworth (Vienna).

The coverage will be coordinated by Leonard Allen, manager, Foreign News. The network staff on the scene also will include Eliot Frankel, associate producer of the "Texaco Huntley-Brinkley Report"; Walter Kravetz, director of the Huntley-Brinkley program, and Robert Priaulx, director of "NBC Special News Reports."

Film coverage will be headed up by Gary Stindt, Manager, NBC News Film, Central Europe. NBC film crews will include cameramen Claude Favier, Edmondo Ricci, Harry Thoess, Peter Dehmel, Joseph Oexle, Guy Blanchard and Hans Scheiderbauer.

(more)

The NBC Newsmen will go to Paris and Vienna from the scenes of major news stories around the world. Vanocur, who was first to break the news of a Kennedy-Khrushchev meeting, accompanied the President on his recent visit to Canada. Harsch has been covering the international conference on Laos in Geneva, and Levine is in Evian-les-Bains, France, to report on the meetings between representatives of France and the Algerian nationalists.

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NBC-New York, 5/19/61

NBC TELEVISION NETWORK NEWS

May 19, 1961

BURGESS MEREDITH WILL BE HOST OF 'DOCTOR B,'
NBC-TV SPECIAL BROADCAST TELLING REAL-LIFE
STORY AS SEEN BY TYPICAL FAMILY PHYSICIAN

Burgess Meredith will be host of "Doctor B," a real-life story of medical practice as seen through the eyes of a typical family doctor, on the NBC Television Network Tuesday, June 27 (10-11 p.m. EDT).

The full-hour program will be broadcast as a special event from the American Medical Association's annual meeting in New York City. It was filmed wholly on location in Flemington, N. J., where cameras followed the very real "Doctor B" through a busy day in his office, on house calls, on hospital rounds, and at home.

Because of his own intimate knowledge of the life and busy times of a family doctor, Burgess Meredith might be telling viewers of another physician -- his father. Burgess, born in Cleveland, was the youngest of three children of Dr. and Mrs. William George Meredith.

Burgess Meredith is equally well-known as actor and director. He is perhaps best-remembered for his starring performances in "Winter-set," "High Tor," and "The Teahouse of the August Moon" on the Broadway stage; in "The Story of G. I. Joe" and "Of Mice and Men" in motion pictures, and "Ah, Wilderness!" and "Our Town," among many other productions, on TV.

"Doctor B" will be sponsored by the American Medical Association in cooperation with Merck, Sharp & Dohme, division of Merck & Company, Inc.

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HELEN O'CONNELL TO JOIN DEAN MILLER AS CO-HOST
OF "HERE'S HOLLYWOOD" INTERVIEW SERIES

Helen O'Connell will join Dean Miller as co-host of NBC-TV's "Here's Hollywood" daytime interview series starting the week of June 12, it was announced today by Robert F. Aaron, Director, Day-time Programs, for the NBC Television Network. "Here's Hollywood" (Monday through Friday 4:30 p.m. EDT) features interviews with TV and motion picture personalities taped in their homes and other locations in the Hollywood area and overseas.

Miss O'Connell, who will replace Joanne Jordan on the program, will be introduced to the audience Tuesday, June 13 when she will be interviewed by Dean Miller at her home in Brentwood, Calif., where she lives with her four daughters. She will conduct her first interview June 14 with Emmy award winner Don Knotts.

The new assignment will mark a return to television as an interviewer for the attractive, blonde singer. During 1957 and 1958 she was a regular member of NBC-TV's "Today" show staff.

Miss O'Connell, while still a teenager, gained fame as featured vocalist with the Jimmy Dorsey Orchestra in the early 1940s. During that time she also created a sensation in the recording world with her renditions of "Green Eyes," "Tangerine" and "Amapola," which together sold over seven million records. However, in 1943, at the peak of her career, she left the band business to raise a family.

In 1950 she returned to showbusiness with an appearance at the Hollywood Palladium, where she was an immediate success. Cross-country tours with comedians Martin and Lewis and singer Vic Damone followed. She also made more recordings and appeared on a score of TV shows, including her own NBC-TV program and "The Perry Como Show," "The Ford Show" and "The Dave Garroway Today Show." Just before joining "Here's Hollywood" she completed a concert tour in Australia.

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

May 22, 1961

NBC ONLY NETWORK TO SEND NEWS TEAM TO MONTGOMERY IN ADVANCE
OF WEEKEND RIOTING; CAMERAMAN, SOUNDMAN INJURED

NBC was the only network to send a news team to Montgomery, Ala., in advance of the weekend racial riots.

NBC News correspondent Herb Kaplow of Washington, who had received a tip that Alabama apparently would become a serious trouble spot, left Friday, May 19, for Montgomery, and NBC News also assigned cameraman Maurice Levy and soundman Wieland Risser of Dallas to join him.

They were at the scene of the first riot in downtown Montgomery Saturday morning when hundreds of white men and women attacked a racially mixed group of "Freedom Riders" arriving on a Greyhound bus. Levy and Risser were knocked down, roughed up and threatened with a knife. They were injured slightly. Levy's sound camera was broken.

The NBC News team in Montgomery was increased to eight persons. Correspondent Bill Ryan of New York, cameraman Bruce Powell of Chicago, editor Walter Pfister of Chicago and film editor Joseph Locovic of Dallas were sent to the trouble area Saturday, and correspondent Frank Bourgholtzer of Washington left Sunday for Montgomery.

Eye-witness accounts of the riots were presented on all week-end regular news programs on the NBC-TV and NBC Radio Networks and in numerous special bulletins.

NBC News also scheduled "Alabama, U. S. A.," a special program covering the racial violence, for presentation tonight (Monday, May 22) from 10:30 to 11 p.m. EDT on the NBC Television Network.

NBC TELEVISION NETWORK NEWS

May 22, 1961

NBC NEWS TO COVER KENNEDY'S MEETINGS WITH DeGAULLE AND KHRUSHCHEV
WITH FOUR SPECIAL 'JFK REPORTS' ON NBC-TV NETWORK
AND SPECIAL NBC RADIO NETWORK PROGRAMS

President Kennedy's meetings with French President DeGaulle in Paris and with Soviet Premier Khrushchev in Vienna will be given extensive coverage by NBC News in four special "JFK Reports" on the NBC-TV Network and a series of five special radio programs -- "The President in Europe" -- as well as "Monitor" segments, regular news programs and bulletins on the NBC Radio Network. (Including WNBC and WNBC-TV.)

"JFK -- Report No. 3" Friday, June 2 (8-8:30 p.m. EDT) will be devoted to the President's visit with President DeGaulle.

"JFK -- Report No. 4" Saturday, June 3 (9:30 to 10 p.m. EDT) will cover the early stages of the summit meeting with Premier Khrushchev.

On Sunday, June 4 "Chet Huntley Reporting" will be expanded to a full hour and titled "JFK -- Report No. 5 -- Chet Huntley Reporting" (5:30-6:30 p.m. EDT). It will continue the report on the Kennedy-Khrushchev meeting.

"JFK -- Report No. 6" Monday, June 5 (10:30-11 p.m. EDT) will present a complete summary on the summit meeting and President Kennedy's visit with British Prime Minister Harold Macmillan in London.

(more)

NBC News correspondents participating in the coverage will be Sander Vanocur (White House), Joseph C. Harsch (London), Edwin Newman (New York), Irving R. Levine (Rome), John Chancellor (Moscow), John Rich (Paris) and Clyde Farnsworth (Vienna). A special correspondent and NBC camera crew will be assigned to Mrs. Jacqueline Kennedy during the European trip.

NBC Radio will cover the crucial meetings daily from Tuesday, May 30 through Monday, June 5 in the special series of half-hour programs, "The President in Europe," plus the other news programs and bulletins. The coverage will utilize the full staff of NBC News correspondents on the scene.

"The President in Europe" radio programs will be presented at 9:30 p.m. EDT Tuesday, May 30; Wednesday, May 31; Thursday, June 1; Friday, June 2 and Monday, June 5. Frequent reports on the European visits will be presented on "Monitor" during the June 3-4 weekend.

The "President in Europe" series will include reports by NBC News State Department correspondent Frank Bourgholtzer, assessing the results, and reaction from foreign capitols.

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NBC-New York, 5/22/61

NBC TELEVISION NETWORK NEWS

May 22, 1961

'MUSIC OF THE THIRTIES,' NBC-TV SPECIAL PROJECTS HOUR
WITH PAUL WHITEMAN NARRATING, WILL BE PRESENTED
ON 'THE DU PONT SHOW OF THE WEEK'

A full-hour showcase of "Music of the Thirties," with Paul Whiteman starring as narrator, will be produced by NBC-TV Special Projects for presentation on "The Du Pont Show of the Week" in the 1961-62 season, according to an announcement today by David Levy, Vice President, Programs and Talent, for the network.

Donald B. Hyatt, director of NBC Special Projects, will be executive producer of the program. William Nichols will be the producer and writer, and Bill Colleran the director. Robert Russell Bennett will arrange and conduct the original orchestral score.

Hyatt said the program will re-create "live" some of the hit musical numbers of the Thirties and also will employ archive film, original recordings, radio tapes, and still-pictures-in-action in an effort to recapture the "feel and flavor" of the era.

Speaking of the period, Hyatt noted the "striking and paradoxical fact" that this golden age of popular music, when the land was flooded with the sounds of good songs and swinging bands, was also a period of profound unrest in the political and social development of the United States. "We will reconstruct the most important phases of the tremendous musical activity of this turbulent decade and also deal with its political-social climate," he said.

(more)

2 - 'Music of the Thirties'

The program will explore the Broadway musical shows of the Thirties, the growth of the radio audience and its star musical favorites, the advent of the film musical, the jukebox craze, and the coming of swing and the big-name bands. The songs will be those of George Gershwin, Irving Berlin, Jerome Kern, Cole Porter, Harold Arlen, Duke Ellington, Arthur Schwartz and Richard Rodgers, among others.

"Music of the Thirties" will be one in a series of "America's Music" entertainments -- hour-long Special Projects programs examining in new ways the nation's tuneful musical heritage. "Fads and Foibles," announced earlier for presentation next season on "The Du Pont Show of the Week," will be another event in this same series.

Sponsored by the Du Pont Company through Batten, Barton, Durstine & Osborn Inc., "The Du Pont Show of the Week" will be broadcast on NBC-TV as a series of Sunday night entertainment specials in the 10-11 p.m. NYT time period. It will have its premiere Sept. 17.

A playdate and additional cast for "Music of the Thirties" will be announced soon.

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NBC-New York, 5/22/61

NBC COLOR TELEVISION NEWS



May 22, 1961

PRODUCTION STARTED ON 1961-62 'BONANZA' SERIES

"Bonanza," NBC-TV's full-hour color series, has resumed production at Paramount studios in Hollywood after six days of location filming with the program's four stars near Lake Tahoe, locale of the Western-adventure series.

Sue Anne Langdon and Arnold Stang have featured roles in the first of 34 new episodes to be broadcast next Fall. Titled "The Many Faces of Gideon Flinch," the 60-minute segment was written by Robert Vincent Wright. Robert Altman directs. Airdate will be announced.

Produced by David Dortort, "Bonanza" stars Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon in continuing roles. The series is starting its third year of production.

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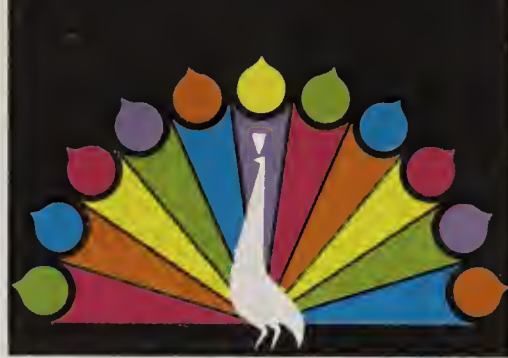
ELEMENTARY, MY DEAR WALT

Walt Disney holds the distinction of having had three elementary schools named after him, one in Marceline, Mo., another in Levittown, Pa., and a third in Anaheim, Calif.

Disney will produce "The Wonderful World of Color" on the NBC-TV Network next Fall. The color broadcast series will be presented Sundays (7:30-8:30 p.m. NYT), starting Sept. 24.

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NBC COLOR TELEVISION NEWS



May 22, 1961

CORRECTION ON NBC-TV NETWORK COLOR BROADCAST SCHEDULE FOR JUNE

Sunday, June 4

6-6:30 P.M. Kill: "Meet the Press." This time period today will be taken by the second half-hour of a report, in black and white only, on President Kennedy's trip to Europe.

May 23, 1961

STATION KATO (SAFFORD, ARIZ.) NOW
AN AFFILIATE OF NBC RADIO NETWORK

KATO, recently constructed AM radio station in Safford, Ariz., has become an affiliate of the NBC Radio Network, it was announced today by Tom Knode, Vice President, Station Relations, National Broadcasting Company.

KATO is a member of the Arizona Broadcasting System and is located in Southeastern Arizona. The station is owned and operated by Willard Shoecraft, who also operates KIKO, the NBC affiliate for the Globe-Miami section of Arizona.

The KATO affiliation brings to 192 the number of stations within continental United States that are affiliated with the NBC Radio Network.

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WILLIAM DEMAREST AND JACK GING SET AS REGULARS
IN 1961-62 'TALES OF WELLS FARGO' COLOR HOURS

William Demarest and Jack Ging have been signed by producer Earle Lyon for regular featured roles in the 1961-62 full-hour color version of "Tales of Wells Fargo," starring Dale Robertson as Agent Jim Hardie. Demarest, veteran character actor, will play Job Gaine, caretaker of Hardie's ranch, and Ging will play Beau McLoud, a young adventurer who comes under Hardie's influence.

The new color series will be presented on NBC-TV Saturdays from 7:30 to 8:30 p.m. NYT.

CLU GULAGER HITS PERSONAL APPEARANCE TRAIL
BETWEEN FILM STINTS FOR 'THE TALL MAN'

Clu Gulager, who co-stars as Billy the Kid on NBC-TV's "The Tall Man" series, leaves Hollywood this week for personal appearances in Oklahoma City and Opelousas, La., after completing four episodes of 1961-62 shows. The actor then goes to San Antonio, Tex., where he will appear as a clown in "The Taming of the Shrew" June 7 through 13 at the new San Jose Mission Outdoor Theatre, under the auspices of the Dallas Theatre Center. He resumes filming on "Tall Man" in mid-June.

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NBC-New York, 5/23/61

May 23, 1961

AUTHORITIES AT FIRST CONFERENCE ON PEACEFUL USES OF SPACE
TO PARTICIPATE IN FULL-HOUR DISCUSSION ON 'TODAY'

NBC-TV's "The Dave Garroway Today Show" will devote a full hour of programming Friday, May 26 (8-9 a.m. EDT) to a live broadcast from the First National Conference on the Peaceful Uses of Space being held in Tulsa, Okla.

"Today" will present a round-table discussion among James E. Webb, administrator, National Aeronautics and Space Administration; Dr. Wernher Von Braun, director, the George C. Marshall Space Flight Center, Huntsville, Ala.; Senator Robert S. Kerr (D.-Okla.), chairman of the Senate Committee on Aeronautical and Space Sciences; Dr. Abe Silverstein, chairman of the conference and director of NASA's Space Flight Programs; George M. Low, chief, Manned Space Flight, NASA; Dr. Elmer W. Engstrom, Senior Executive Vice President, Radio Corporation of America; and Dr. Harry Wexler, director, Meteorological Research, U. S. Weather Bureau.

Paul Cunningham, "Today" special projects editor, who will be in Tulsa, and Dave Garroway in NBC's New York studios will be co-moderators of the discussion.

The purpose of the conference is to bring together an array of some of the best minds in space and related fields to analyze and project the problems and potentials of man's next frontier. The session will be held in Tulsa May 26-27.

BOTH SIDES OF RACIAL ISSUE IN MONTGOMERY ARE EXPRESSED
IN INTERVIEWS ON SPECIAL NBC NEWS TV PROGRAM

Important figures from both sides of the racial issue in Montgomery, Ala., gave their views in special interviews last night (May 22) in the NBC News program "Alabama, U. S. A." on the NBC-TV Network (10:30-11 p.m. EDT).

Governor John Patterson of Alabama told NBC News correspondent Frank Bourgholtzer that the "Freedom Riders" had done "everything they could to provoke the citizens of this state into some sort of public breach of the peace -- and it is very difficult to enforce a law under such circumstances."

John Seigenthaler, special assistant to Attorney General Robert F. Kennedy, said in an interview with NBC News correspondent Martin Agronsky that the "Freedom Riders" were interstate travelers and had the right to ride the buses. He added that "our role is clear -- we have to protect them."

The special program, featuring Frank McGee as anchorman, reported the events in Alabama since the outbreak of violence last week. Correspondent Herb Kaplow told how NBC News cameraman Maurice Levy and soundman Wieland Risser were roughed up by a mob in Montgomery Saturday morning. He showed the broken camera and sound equipment. Correspondent Bill Ryan reported on late developments in Montgomery.

The program was produced by Chet Hagan and directed by Robert Priaulx.

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NBC TELEVISION NETWORK NEWS

May 24, 1961

GULF OIL CORPORATION EXPANDS ITS SPONSORSHIP OF PUBLIC INFORMATION
PROGRAMS WITH PURCHASE OF "FRANK MCGEE'S HERE AND NOW,"
NEW SERIES ON NBC TELEVISION NETWORK

Gulf Oil Corporation is expanding its sponsorship of public information programs with the purchase of a new NBC Television Network series, "Frank McGee's Here and Now," which will premiere Sept. 29.

Announcement of the purchase was made jointly today by Robert E. Kintner, President, National Broadcasting Company, and by E. D. Brockett, President, Gulf Oil Corporation.

The new series, to be presented Fridays, 10:30-11 p.m. NYT, is in addition to, and will complement, Gulf's sponsorship of the "NBC Special News Reports." Beginning last January, Gulf pioneered in the sponsorship of depth coverage of fast-breaking events by sponsoring these highly-acclaimed NBC News Specials.

"Frank McGee's Here and Now" will emphasize the effect of news on people living through the events as well as pinpoint the front-page happenings. The series will not limit itself to coverage of so-called "hard news" but, in the manner of a news magazine, also will present pictorial essays on medicine, science, sports, entertainment, business and the arts -- the subjects which affect our lives "Here and Now."

Robert Northshield, who has had production responsibility for NBC's "JFK Report" series, will produce "Frank McGee's Here and Now." The entire worldwide NBC News staff will be available to contribute to the new series.

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May 24, 1961

'IT COULD BE YOU' ADDS WEDNESDAY NIGHT COLOR BROADCAST
(SPONSORED BY PROCTER & GAMBLE) TO ITS NBC-TV SCHEDULE

"It Could Be You," the popular daytime surprise show starring Bill Leyden as host, will also be seen Wednesday nights on the NBC-TV Network starting June 7 (10-10:30 p.m. EDT). The nighttime version will be presented in color, as is the Monday-through-Friday afternoon series (12:30 p.m. EDT).

The program, which replaces "Peter Loves Mary" in the Wednesday night period, will be sponsored by the Procter & Gamble Company through the Benton & Bowles Inc. advertising agency.

"It Could Be You," which will observe its fifth anniversary on daytime television in June, was seen at night at various times between 1958 and 1960. Based on the element of surprise, the series features amusing stunts for unsuspecting members of the studio audience, reunions with close friends and relatives, and regular participation by guest celebrities.

A Ralph Edwards production, "It Could Be You" originates in Burbank, Calif.

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NBC TELEVISION NETWORK NEWS

May 24, 1961

'THE PRESS AND THE CLERGY'

8-Week "Frontiers of Faith" Series Will Have Members of Press
Question Clergy on Church's Attitude Toward Various Issues

Members of the press will question the clergy on the Church's attitude toward various issues ranging from morals to Communism in a series of eight weekly sessions on the NBC-TV Network's "Frontiers of Faith" starting Sunday, June 4 (1:30-2 p.m. EDT).

The new series, titled "The Press and the Clergy," is a network version of a high-rated, three-year-old TV series in the Los Angeles area produced and moderated by the Rev. Clifton Moore, radio and TV director of the Los Angeles Church Federation. Mr. Moore will moderate the network sessions, with two representatives of the press interrogating two clerics each week.

An NBC Public Affairs presentation, the network series will be produced in cooperation with the National Council of Churches, representing 34 Protestant and Eastern Orthodox communions in the United States.

"What's Happened to Morals?" will be the first subject. Robert Lewis Shayon, mass media critic for the Saturday Review, and Donald I. Rogers, business and financial editor of the New York Herald Tribune, will question Dr. Robert W. Spike, of the Board of Home Missions, United Church of Christ, and Dr. Carl Henry, editor of Christianity Today.

(more)

2 - 'Frontiers of Faith'

Subsequent topics will be "Do Labor and the Church Have Anything to Say to Each Other?" (June 11), "Are the Mass Media Fostering Juvenile Delinquency?" (June 18), "Dare We Disarm?" (June 25), "Is the Church Competent to Make Business Its Business?" (July 2), "Is Christianity Standing up to Communism?" (July 9), "Does Science Threaten Belief in God?" (July 16), and "What Is the Protestant-Roman Catholic Dialogue Trying to Accomplish?" (July 23). Participants will be announced later.

Doris Ann produces "Frontiers of Faith" for NBC, and John Gunn for the National Council of Churches. Frank Pacelli is the director.

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NBC-New York, 5/24/61

NBC TELEVISION NETWORK NEWS

May 24, 1961

SUMMIT SUMMARY

Frank McGee will Be Anchorman of Three 'JFK Reports';
Other NBC News Plans Announced for Kennedy Coverage

Frank McGee will serve as anchorman for three "JFK Reports" which will cover President Kennedy's upcoming trip to Europe and the summit conference in Vienna with Soviet Premier Khrushchev. The special half-hour NBC News programs will be broadcast on the NBC-TV Network as follows:

"JFK -- Report No. 3" Friday, June 2 (8-8:30 p.m. EDT.)

"JFK -- Report No. 4" Saturday, June 3 (9:30-10 p.m. EDT.)

"JFK -- Report No. 6" Monday, June 5 (10:30-11 p.m. EDT.)

(NOTE: "JFK -- Report No. 5" will be presented on "Chet Huntley Reporting" in a special one-hour program Sunday, June 4 5:30-6:30 p.m. EDT.)

"Report No. 3" will cover President Kennedy's arrival in Paris and his meeting with French President Charles De Gaulle. Edwin Newman, former NBC News bureau chief in Paris, will serve as anchor-man for the segments which will be taped and filmed in Paris. The program will cover the President's arrival in Paris, the state dinner which will be held at the Palais de Versailles, Mr. Kennedy's speech at L'Hotel de Ville, and the motorcade down the Champs Elysees to the Arc de Triomphe. A portion of the program also will be devoted to Mrs. Kennedy's activities in the French capital.

(more)

John Rich, Paris bureau chief for NBC News, will interview a group of American students in the city on their reaction to President Kennedy's visit.

The special broadcast will also present a preview of the Vienna summit meeting. Joseph C. Harsch will report on British views, Rich on French reaction, John Chancellor on preparations in the Austrian capital and Sander Vanocur on the U. S. government's plans for the meeting.

"Report No. 4" will concentrate on the first day of the summit meeting in Vienna. Television coverage of the activities including President Kennedy's arrival will be broadcast to London, taped there and flown by jet to New York in time for the special program that evening. John Chancellor from the Moscow bureau, Irving R. Levine from the Rome bureau and Edwin Newman will be in Vienna to report the meeting. Newman also will present an evaluation and summary of the President's Paris visit.

NBC News will send Russian translator Tanya Deruguine to the summit meeting. Miss Deruguine became familiar to TV viewers during Premier Khrushchev's visit to the United States last Fall when she kept up a running translation of the Premier's remarks during his impromptu news conferences outside of the Russian delegation's building on New York's Park Avenue.

"Report No. 6" will cover the President's arrival in London for his meeting with British Prime Minister Harold Macmillan. The program also will present a four-city, three-country roundup of the summit conference. NBC News correspondents in Vienna, London, New York and Washington will be connected on a four-way audio circuit for a round-

(more)

3 - "JFK Reports"

table discussion of reaction and evaluation of the Russian-American talks. A TV circuit will be set up to tape the Austrian and British segments which will be flown to the United States. A second circuit will tape the New York and Washington originations. The combined tapes will be presented with the four-way audio transmission during the program.

The NBC News coverage will be coordinated by Leonard Allen, Manager, Foreign News. The network staff on the scene also will include Eliot Frankel, associate producer of the "Texaco Huntley-Brinkley Report"; Walter Kravetz, director of the Huntley-Brinkley program, and Robert Priaulx, director of "NBC Special News Reports." Film coverage will be headed up by Gary Stindt, Manager, NBC News Film, Central Europe. NBC film crews will include cameramen Claude Favier, Edmondo Ricci, Harry Thoess, Peter Dehmel, Joseph Oexle, Guy Blanchard and Hans Scheiderbauer.

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NBC-New York, 5/24/61

MARINE CORPS HONORS FRANK BLAIR

NBC News correspondent Frank Blair, who reports the news daily on NBC-TV's "The Dave Garroway Today Show," has received a citation in appreciation for "cooperation and assistance so generously rendered in maintaining and furthering the interests and activities of the United States Marine Corps." The citation, only the second awarded to a civilian in the New York area, was given to Blair for a series of public service announcements on the Marine Corps which he recorded for radio broadcasts.

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BUSY BARRY SULLIVAN

Barry Sullivan, who stars in the title role of NBC-TV's "The Tall Man" series, (Saturdays, 8:30-9 p.m. EDT), will complete two weeks of shooting on next season's episodes May 26 and will fly to Rome May 27 for three weeks of filming in the movie, "The Light in the Piazza." Sullivan will star in the film with Olivia DeHavilland and Rossano Brazzi. He will resume his "Tall Man" schedule upon his return to Hollywood in mid-June.

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PAUL FORD TO PERFORM ON 'TV GUIDE AWARDS SHOW'

Actor Paul Ford will be a guest star on the second annual "TV Guide Awards Show" on the NBC-TV Network Tuesday, June 13 (10 to 11 p.m. EDT).

Ford, who gained fame as Phil Silvers' bumbling commanding officer on the "Sgt. Bilko" television series, will portray a program sponsor in a sketch with Nanette Fabray spoofing the television industry.

Miss Fabray currently is seen in "The Westinghouse Playhouse starring Nanette Fabray and Wendell Corey" on NBC-TV Fridays (9:30 p.m. EDT).

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NBC-New York, 5/24/61

NBC COLOR TELEVISION NEWS



May 24, 1961

ADDITION TO NBC-TV NETWORK COLOR BROADCAST SCHEDULE FOR JUNE

Wednesdays, June 7, 14, 21 and 28

10 - 10:30 p.m. --

Add: "It Could Be You," the new
nighttime edition of the popular
daytime audience-participation show
starring Bill Leyden as host.

NBC TRADE NEWS

May 25, 1961

GENERAL MILLS BUYS SPONSORSHIP IN EIGHT NBC-TV NETWORK SHOWS
MARKING ONE OF LARGEST SINGLE ORDERS PLACED FOR 1961-62

In one of the largest single orders placed for the 1961-62 season, General Mills Inc. has purchased sponsorship in eight programs on the NBC Television Network beginning next September, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

In the nighttime schedule, General Mills will co-sponsor "National Velvet" (Mondays, 8-8:30 p.m. NYT) and "Bullwinkle" (Sundays, 7-7:30 p.m. NYT) beginning in the Fall.

General Mills also will continue its sponsorship of "NBC News Day Report," the five-minute midday broadcast, which it has sponsored since the program began Oct. 3. General Mills also has renewed its sponsorship of four other daytime shows on the NBC-TV Network and has placed an order in "Pip the Piper," the new half-hour Saturday morning children's show which begins on June 17 (9:30-10 a.m. NYT).

The daytime shows renewed for the 1961-62 season by General Mills are "Concentration" (11:30 a.m.-12 noon), "The Jan Murray Show" (2-2:30 p.m.), "From These Roots" (3:30 to 4 p.m.) and "King Leonardo and His Short Subjects" (Saturdays 10:30-11 a.m.).

The agencies through which the purchases were placed are Batten, Barton, Durstine & Osborn Inc.; Dancer-Fitzgerald-Sample Inc.; and Knox, Reeves Advertising Inc.

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May 25, 1961

'PIP THE PIPER,' CHILDREN'S FANTASY SERIES, TO START ON NBC-TV
SATURDAY MORNING, JUNE 17, UNDER GENERAL MILLS SPONSORSHIP

"Pip the Piper," children's fantasy series on tape, will join NBC-TV's Saturday morning line-up of children's programs starting June 17 (9:30-10 a.m. EDT), it was announced today by David Levy, Vice President, Programs and Talent, for the NBC-TV Network.

The program will be sponsored by General Mills Inc. through the Dancer-Fitzgerald-Sample Inc. advertising agency.

"Pip the Piper" stars three talented newcomers to TV, Jack and Phyllis Spear and Lucian Kaminsky. Jack Spear, as Pip, travels aloft on his own private cloud each week to visit the wonders of Pipertown. His wife, Phyllis, plays Miss Merrynote, a musical cloud-dweller, and Lucian Kaminsky is Mr. Leader (who is dressed in an ornate bandleader's costume).

Music plays an important part in "Pip the Piper" stories. The trees in this make-believe land are laden with miniature musical instruments, as well as records, toys and colored balloons. Pip plays the various instruments and Miss Merrynote frequently accompanies him on the piano while Mr. Leader conducts. Many of the songs are original with words and music by the show's stars.

Other inhabitants of Pipertown are a talking and singing goldfish named Floogle, who lives in the Floogle Sea, and Professor "O," a wise owl who is busy gathering material for his definitive Answer Book. There is also a wishing well named Wishenpoof which answers the most difficult riddles.

(more)

2 - "Pip the Piper"

"Pip the Piper" is a Piper Television production. Jack Miller is producer and Peter Piech executive producer.

"Pip the Piper," in its 9:30 a.m. time spot, will precede "The Shari Lewis Show" (10 a.m. in color), "King Leonardo and His Short Subjects" (10:30 a.m. in color), "Fury" (11 a.m.) and "The Lone Ranger" (11:30 a.m.), all times EDT. Thus, as of June 17, NBC-TV will offer a two-and-a-half-hour block of children's programs.

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NBC-New York, 5/25/61

NBC TELEVISION NETWORK NEWS

May 25, 1961

TV TRIBUTE TO THE USO

'Du Pont Show of the Week' to Present Special Entertainment
Program on USO's 20-Year Record in Behalf of
American GIs in Peace and War

Filming has begun on a special entertainment tribute to the USO (United Service Organizations) and its 20-year-old battle on American GI homesickness and monotony in peace and war, to be co-produced by the award-winning team of John Aaron and Jesse Zousmer for presentation next season on NBC-TV's "Du Pont Show of the Week," David Levy, Vice President, Programs and Talent, for the network, announced today.

The production, for which a title and airdate will be announced, will blend specially filmed footage of contemporary USO units performing in five world areas where the U. S. maintains military, air or naval forces. Historic sound film will be shown of top USO acts and performers entertaining troops at service installations and on the fighting fronts during World War II and the Korean War.

The salute to the USO's past and continuing activities in behalf of American servicemen everywhere will be written by George Foster with Lester Gottlieb, Vice President, Special Programs, for NBC, as executive in charge; George Charles as associate producer, and Dick Swicker as unit manager.

The broadcast's first overseas filming unit left yesterday from New York City for Goose Bay, Labrador. Subsequent units will

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leave soon for military bases to include Kodiak, Alaska; Berlin and Bonn, Germany; Japan, Korea, Southeast Asia, the Middle East, the Caribbean, Western Europe and North Africa.

In addition to following current USO units on 16-week tours of entertainment through military theatres of operations overseas and presenting films of what millions of American ex-GIs regard as classic performances by top entertainment world personalities, the presentation on "Du Pont Show of the Week" will star numerous current showbusiness headliners whose names are associated with military service and USO entertainment.

Producers Aaron and Zousmer promised "additional surprises" for the broadcast, saying, "Ours will be straight, fast-paced entertainment. We have undertaken the most thorough research into USO, Army, Navy, Air Force and newsreel media film libraries, as well as national archives, and have come up with footage never before seen in any entertainment medium."

Winners of many television awards for their "Person to Person" interview program, which they conceived and co-produced from its inception on Oct. 2, 1953, John Aaron, 41, and Jesse Zousmer, 48, are both natives of New York City. Both, too, are veteran print and broadcast journalists. Aaron, an alumnus of the University of Pennsylvania and Columbia Journalism School, previously served as a writer for the United Press and with WQXR, radio station of the New York Times. Zousmer, an alumnus of Ohio University, was a reporter for the Columbus, Ohio, Citizen, before joining CBS News in 1947.

Sponsored by the Du Pont Company through Batten, Barton, Durstine and Osborn Inc., "Du Pont Show of the Week" will be broadcast on NBC-TV next season as a series of Sunday night (10-11 p.m. NYT) entertainment programs, premiering Sept. 17. Title, cast, airdates and additional details for the USO entertainment tribute on the series will be announced soon.

May 25, 1961

NBC NEWS OPENING A BUREAU IN MIAMI
AS LISTENING POST FOR CUBAN EVENTS

NBC News will open a bureau in Miami, Fla., which will serve as a listening post for events in Cuba, it was announced today by William R. McAndrew, Executive Vice President, NBC News.

Richard Valeriani, who was the NBC News correspondent in Havana, Cuba, until recently, will head the new bureau which will begin operations this week.

The Miami bureau is being established because of the restrictions placed on American newsmen by the Castro government and because of the increased difficulties in filing news stories from Cuba. NBC will be the first network to open such a bureau in Miami.

The network bureau will use the radio and television facilities of the NBC affiliate, WCKT, in Miami.

Valeriani joined NBC News this year after working on a number of special news assignments for the network in Havana. Before joining NBC, he worked for Associated Press in Cuba and was a member of the wire service's world news desk in New York.

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NBC TELEVISION NETWORK NEWS

May 25, 1961

'JFK--REPORT NO. 5'

Full-Hour 'Chet Huntley Reporting' June 4 to Cover and Analyze
Kennedy-Khrushchev Summit Meeting in Vienna; NBC
Newsmen to Participate in Broadcast

The bargaining positions of President Kennedy and Soviet Premier Khrushchev at their summit meeting in Vienna will be compared on "Chet Huntley Reporting" Sunday, June 4, when the program will be expanded to a full hour to present "JFK -- Report No. 5" on the NBC-TV Network (5:30-6:30 p.m. EDT).

In addition, Chet Huntley will report from Vienna on the outcome of the meeting, which is scheduled to end with a final communique only a few hours before the program is to be broadcast. Speaking on a direct radio circuit, Huntley will examine the communique as it may reflect the attitudes of Kennedy and Khrushchev.

Huntley will discuss the meeting with NBC News correspondent John Chancellor (Moscow), who will cover Khrushchev and his associates while they are in Vienna; Sander Vanocur (White House), who will be with Kennedy and the officials accompanying him; and Edwin Newman (New York), who will also be in Vienna to cover the meeting.

Producer Reuven Frank said that the program would examine Soviet strength and prestige to determine whether it is true, as some news analysts have declared, that Russia is entering the meeting with a better bargaining position than it has enjoyed at any time since World War II.

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Huntley will consider the Russian position around the world with a panel of NBC News correspondents reporting from key areas on Soviet strengths and weaknesses and analyzing them as they may have affected the summit meeting. The world-wide panel will talk together on international radio circuits.

The panel will include Piers Anderton (Bonn), reporting on Soviet problems in Berlin; James Robinson (Hong Kong), discussing Southeast Asia and Communist China; Richard Valeriani, recently returned to New York from Havana, commenting on Communist influence in Cuba, and Wilson Hall (Rio de Janeiro) reporting on the East-West struggle as it affects Latin America. Film and tape will be used to illustrate each of these reports.

Rodger Swearingen, an authority on the Soviet Union, will analyze the problems within Russia. Swearingen is a professor of International Relations and Director of the Soviet-Asian Studies Center at the University of Southern California. He served as an intelligence officer during World War II and was later with the State Department in Washington.

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NBC-New York, 5/25/61

NBC COLOR TELEVISION NEWS



May 25, 1961

CREDITS FOR 'IT COULD BE YOU' WEDNESDAY NIGHT
COLOR BROADCASTS ON NBC-TV NETWORK

Time: NBC-TV Color Broadcasts Wednesdays (10-10:30 p.m. EDT).

Starting Date: Wednesday, June 7, 1961

Host: Bill Leyden

Announcer: Wendell Niles

Format: Audience participation, with segments featuring surprises and including guest appearances, comedy stunts, anniversary gifts, greetings and reunions.

Production: A Ralph Edwards production

Producer: Richard Gottlieb

Director: Stuart Phelps

Associate Producer: Randall Edwards

Writers: Gordon Hughes, Sloan Nibley

Production Staff: Janet Tighe, Don Malmberg, Jan Miller, Fran Wood

Unit Manager: Dick Wendelken

Art Director: Bob Corrigan

Sponsor: Procter and Gamble Co.

Agency: Benton and Bowles Inc.

Origination: NBC-TV Studios, Burbank, Calif.

NBC Press Representatives: Jane Westover, Hollywood; Stan Appenzeller, New York

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NBC TELEVISION NETWORK NEWS^{21X-11}

May 26, 1961

SPECIAL 'JFK' PROGRAM ON NBC-TV JUNE 1 WILL REPORT
ON PRESIDENT KENNEDY'S FIRST 24 HOURS IN PARIS

A special "JFK" program, in addition to the four previously announced in the series covering President Kennedy's trip to Europe, will report on the President's first 24 hours in Paris and will be presented on the NBC-TV Network Thursday, June 1 (10:30-11 p.m. EDT).

NBC News also will cover the President's arrival at Andrews Air Force Base on his return to Washington Tuesday, June 6. His arrival, expected at about 2:30 a.m. EDT, will be taped and presented on "The Dave Garroway Today Show" (7-9 a.m. EDT). If the President arrives later, during network time, the coverage will be presented live on NBC-TV.

In addition, NBC News announced that other special programming dealing with the Presidential mission would be scheduled as warranted by developments.

The newly-announced "JFK" program will report on Mr. Kennedy's early meetings with French President DeGaulle and will include coverage by NBC News correspondents Sander Vanocur, Edwin Newman, John Rich and Joseph C. Harsch. This program becomes "JFK -- Report No. 3." Other programs in the series will be numbered as follows:

Friday, June 2 (8-8:30 p.m. EDT): "JFK -- Report No. 4"

Saturday, June 3 (9:30-10 p.m. EDT): "JFK -- Report No. 5"

Sunday, June 4 (5:30-6:30 p.m. EDT): "JFK -- Report No. 6" on
"Chet Huntley Reporting"

Monday, June 5 (10:30-11 p.m. EDT): "JFK -- Report No. 7"

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NBC COLOR TELEVISION NEWS



May 26, 1961

EDWARD R. MURROW IS 'MEET THE PRESS' GUEST SUNDAY, JUNE 4
-- --
NBC-TV to Present Program Twice for Full-Network Availability

An interview with Edward R. Murrow, Director of the United States Information Agency, on "Meet the Press" Sunday June 4, will be presented twice on the NBC-TV Network in color -- live at 5 p.m. EDT and on tape at 6:30 p.m. EDT. The program will be broadcast on the NBC Radio Network, except WNBC, at 6:30 p.m. EDT; WNBC time 6:35 p.m. EDT.

The separate TV presentations will make the program available to all stations on the network, including those that may be carrying the "Major League Baseball" coverage of the Yankee-White Sox game starting at 2:30 p.m. EDT. "Meet the Press" was moved from its 6 p.m. EDT time, for this date only, to permit NBC News to expand "Chet Huntley Reporting" to a full-hour for "JFK -- Report No. 6," covering President Kennedy's mission in Europe.

Mr. Murrow, former CBS News commentator, will be interviewed by Kenneth Crawford of Newsweek, May Craig of the Portland (Me.) Press Herald, Robert McCormick of NBC News, and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press."

Ned Brooks will moderate the program, which will originate in Washington.

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NBC TELEVISION NETWORK NEWS

May 26, 1961

'A NIGHT AT THE PALLADIUM' ON 'DU PONT SHOW OF THE WEEK'
Sally Ann Howes Will Be Special Guest and Laurence Harvey Host
Of Nov. 12 NBC-TV Program to Be Taped at Famed London Theatre

Musical comedy actress Sally Ann Howes will be special guest star and film star Laurence Harvey will be host of "A Night at the Palladium," a taped presentation from the famed London showplace, to be broadcast on NBC-TV Network's "Du Pont Show of the Week" Sunday, Nov. 12 (10-11 p.m. NYT).

David Levy, Vice President, Programs and Talent, for the network, announced the special program today. "A Night at the Palladium" will have Palladium impresario Val Parnell as executive producer, and the show will be produced and directed for NBC by Alan Handley.

The program, to be taped in July before a live Palladium audience, will also star other English, American and international acts and personalities and will touch on historic highlights of the London theatre, which has been termed the last stronghold of the musical variety stage.

Arrangements for the program, which was negotiated with Michael Nidorf, representative of Independent Television Program Co. Ltd. of England, were made by David Tebet, Vice President, Talent Relations, NBC-TV Network.

Sally Ann Howes had a successful career on the English stage and screen when she came to the U. S. to play Eliza Doolittle in "My Fair Lady." Married to composer Richard Adler, Miss Howes has starred

(more)

2 - 'A Night at the Palladium'

in numerous other plays, including "A Hatful of Rain" and "Paint Your Wagon," and in motion pictures including "Thursday's Child" (at age 12), "Halfway House," "Pink String and Sealing Wax," "Dead of Night" and "Anna Karenina." She has been seen on the major TV musical variety hours and next season will star in a new Broadway musical, "Kwamina," with an African setting.

A native of Lithuania and educated in the Union of South Africa, Harvey, 33, made his stage debut with the Manchester (England) Repertory Company. He has scored with American audiences in motion pictures including "Room at the Top," "Butterfield 8," "The Alamo," "Expresso Bongo" and "The Silent Enemy" as well as in the Broadway stage productions of "Island of Goats," "The Country Wife" and "Henry V."

Sponsored by the Du Pont Company through Batten, Barton, Durstine & Osborn Inc., "Du Pont Show of the Week" will have its premiere on NBC-TV Sept. 17 as a Sunday (10-11 p.m. NYT) series.

Additional casting for "A Night at the Palladium" will be announced shortly.

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NBC-New York, 5/26/61

NBC TELEVISION NETWORK NEWS

May 26, 1961

DON AMECHE TO BE EMCEE OF 'INTERNATIONAL SHOWTIME'
Shows to Be Taped in Europe for New Season on NBC-TV

Don Ameche, star of Hollywood, Broadway and TV, will be emcee of "International Showtime," executive producer Lawrence White announced today. The program, previously announced under the tentative title of "Carnival Time," will be taped in Europe by a mobile tape unit and will be broadcast on NBC-TV Friday nights starting Sept. 15 (NBC-TV Network 7:30-8:30 p.m. EDT). Ameche will travel with the tape unit in Europe this Summer and will appear on the show in the actual locales of the shows being taped. Programs will include visits to circuses, aqua shows, magic shows, ice shows and other spectacle settings. The title of the show was changed to fit the varied nature of the programs.

The same successful unit that produced the "Timex All Star Circus" this season will prepare the new programs. Lawrence White is executive producer, Patrick Plevan producer, Joe Cates director and George Kirgo writer.

Although Ameche played on the stage first, it was as a radio actor that he won prominence, appearing on NBC in "Empire Builders." In such popular shows on radio as "The First Nighter," "Grand Hotel" and "The Chase and Sanborn Hour" he became a national favorite.

His motion picture career has many high points, but among his outstanding role is that of Alexander Graham Bell. Other top films in which he starred include "In Old Chicago," "Alexander's Ragtime Band," "Lillian Russell," "Moon Over Miami" and "Heaven Can Wait." Ameche has appeared on Broadway in plays and musicals including "Silk Stockings," "Holiday for Lovers" and recently "Thirteen Daughters."

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NBC-TV NETWORK PROGRAMS

DATE CHANGE FOR 'PIP THE PIPER' PREMIERE

"Pip the Piper," a children's fantasy series on tape, will join the NBC-TV's Saturday morning children's program line-up starting June 24 -- instead of June 17, as previously announced.

The program, to be presented from 9:30-10 a.m. EDT, stars three young newcomers to TV. They are Jack Spear as Pip, who travels aloft on his private cloud each week to visit the wonders of Pipertown; his wife, Phyllis, who plays Miss Merry-note, a musical cloud-dweller, and Lucian Kaminsky, as Mr. Leader.

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SCHEDULE CHANGES FOR 'LOUY K' ON 'THE LAWLESS YEARS'

"Louy K," Part I, previously announced for Friday, June 2 on NBC-TV's "The Lawless Years," will not be seen on that date.

Instead, "Louy K," a multi-part study of an underworld kingpin of the Twenties, will open with Part II, and will be broadcast on four consecutive Fridays, June 2, 9, 16 and 23 (9 p.m. EDT).

A new episode of "The Lawless Years" for Friday, June 30 -- formerly scheduled for "Louy K," Part V, will be announced.

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NBC-New York, 5/26/61

NBC RADIO NETWORK NEWS

May 26, 1961

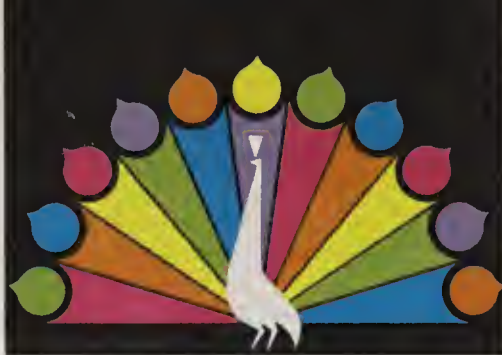
'THE PRESIDENT IN EUROPE'

Five Special NBC Radio Programs to Cover Kennedy's
Meetings with DeGaulle and Khrushchev

"The President in Europe," a series of five special programs covering President Kennedy's meetings with French President DeGaulle in Paris and Soviet Premier Khrushchev in Vienna, will be broadcast on the NBC Radio Network at 9:35-10 p.m. EDT Tuesday, May 30; Wednesday, May 31; Thursday, June 1; Friday, June 2; and Monday, June 5.

The programs will include reports by NBC News correspondents on the scene in Paris and Vienna, including Sander Vanocur (White House), Joseph C. Harsch (London), Edwin Newman (New York), Irving R. Levine (Rome), John Chancellor (Moscow), John Rich (Paris), Robin McNeil (London), and Clyde Farnsworth (Vienna).

The program will be narrated by Leon Pearson in New York, and will be produced by Arthur Wakelee and Ray Hasson.



May 26, 1961

CORRECTIONS FOR NBC-TV NETWORK COLORCAST SCHEDULE FOR JUNE
(All Times EDT)

Sunday, June 4

6:30-7 p.m.

"Meet the Press" will be broadcast in this time period on this date only. Stations not carrying the "Major League Baseball" game today will broadcast "Meet the Press" 5-5:30 p.m.

Saturdays, June 17 and 24

9:30-10 a.m.

Kill:

Color broadcast of "Pip the Piper." Program will be in black and white only, starting June 24.

NBC TELEVISION NETWORK NEWS X-H

May 29, 1961

ADDITIONAL "JFK" PROGRAM IS SCHEDULED
ON KENNEDY'S ARRIVAL IN PARIS

An additional "JFK" program, covering President Kennedy's arrival in Paris for his meeting with French President DeGaulle, has been scheduled for Wednesday, May 31, on the NBC-TV Network (11:15 to 11:30 p.m. EDT).

With this new report, NBC News will present a total of six special "JFK" programs covering the President's meetings with President DeGaulle in Paris, Premier Khrushchev in Vienna and Prime Minister Macmillan in London. The revised schedule follows:

Wednesday, May 31 (11:15-11:30 p.m. EDT): "JFK -- Report No. 3"

Thursday, June 1 (10:30-11 p.m. EDT): "JFK -- Report No. 4"

Friday, June 2 (8-8:30 p.m. EDT): "JFK -- Report No. 5"

Saturday, June 3 (9:30-10 p.m. EDT): "JFK -- Report No. 6"

Sunday, June 4 (5:30-6:30 p.m. EDT): "JFK -- Report No. 7" on
"Chet Huntley Reporting"

Monday, June 5 (10:30-11 p.m. EDT): "JFK -- Report No. 8"

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NBC COLOR TELEVISION NEWS



May 29, 1961

'TV GUIDE AWARD SHOW' TO BE BROADCAST IN COLOR

The second annual "TV Guide Award Show" on the NBC-TV Network Tuesday, June 13 (10-11 p.m. EDT) will be broadcast in color, as well as in black and white, it was announced today by Bob Henry, overall producer-director of the program.

NBC-TV star Nanette Fabray and Jackie Cooper will star in the entertainment portion of the color broadcast, which will take all but the final 15 minutes, when awards will be presented in eight categories voted by readers of TV Guide.

Miss Fabray and Cooper will participate in sketches lampooning the television industry. Efrem Zimbalist Jr., will join in the sketches and be host for the show, which will originate in both Hollywood and New York. Paul Ford of the "Sgt. Bilko" TV series also will perform.

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NBC TELEVISION NETWORK NEWS

May 29, 1961

NEW CYCLE OF NBC SPECIAL PROJECTS 'WISDOM' CONVERSATIONS
TO TAKE SUNDAY TV TIME SPOT STARTING SEPT. 17
-- -- --
Offer Viewers 'Participation in Greatness of the Great'

A new cycle of "Wisdom" conversations, offering viewers "participation in the greatness of the great," will be broadcast by the NBC Television Network on Sundays from 5 to 5:30 p.m. NYT, starting Sept. 17, according to an announcement today by David Levy, Vice President, Programs and Talent, for the network.

The "Wisdom" programs are a product of NBC Special Projects, which is headed by Donald B. Hyatt. The producer is James Nelson, Manager, Special Projects.

Recently "Wisdom" has been making news in the publishing and recordings worlds. Nine of the "Wisdom" films yet to be broadcast -- plus 13 that have been -- appear in a new book, "Wisdom for Our Time," which W. W. Norton & Company published last week. (The new nine are W. Somerset Maugham, Nadia Boulanger, Andres Segovia, Clement Attlee, David Low, William Ernest Hocking, Norman Thomas, Howard Lindsay and Dr. Paul Dudley White.) Decca Records last month issued selections from eight "Wisdom" conversations on two long-playing discs. (On one are Carl Sandburg, Dr. Harlow Shapley, Jawaharlal Nehru, and Jacques Lipchitz; on the other are David Ben-Gurion, Frank Lloyd Wright, Bertrand Russell, and Sean O'Casey.)

The very first "Wisdom" program -- made in 1952, the year the venture was conceived -- had as its subject Bertrand Russell, the philosopher and mathematician.

(more)

The concept came about, James Nelson recalls, from an observation made at NBC Television: "Suppose we had on television film, today, talks with Socrates, Shakespeare and Lincoln, in which each tried to explain himself by speaking his innermost convictions."

Thirty-nine conversations -- many varieties of wisdom -- have been accomplished on film by and for the NBC-TV Network and broadcast nationally at irregular intervals.

Some principles were established early. Above all, no attempt is made to capture mere celebrities. The conversations happen, whenever possible, in the relaxed and familiar setting of the subject's own home or study. Professional interviewers are never used. Usually, subject and producer together choose an informed friend who may also be an associate or a student. The interviewer stays out of the way -- an unobtrusive guest, off-camera as much as possible. Then, after the life is studied through the books or other works of the personality, the producer and his staff start to "write" -- with camera and soundtrack -- what is really biography and autobiography. The subject must be allowed to talk seriously about his thought, in terms of his life experience. There are no camera tricks, no searching for virtuoso effects.

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NBC-New York, 5/29/61

NBC-TV NETWORK PROGRAM

HEAD OF AMERICAN MEDICAL ASSOCIATION URGES TV VIEWERS
TO WATCH 'DOCTOR B' ON NBC-TV NETWORK

From the president of the American Medical Association comes a note urging TV viewers to look in on "Doctor B," a real-life story of a man he calls "typical of family physicians all over our nation."

The program will be broadcast by the NBC-TV Network Tuesday, June 27 (10-11 p.m. EDT), with Burgess Meredith as host. It will be presented as a special event from the American Medical Association's annual meeting in New York.

"This documentary," says Dr. E. Vincent Askey, A. M. A. president, "provides Americans a unique opportunity to look over the shoulders of a practicing physician -- to see the pressing demands on his time, the pathos, the humor, the rewarding moments that are part of his life as Doctor of Medicine."

In the full-hour program, filmed on location in Flemington, N. J., cameras followed the very real "Doctor B" through a busy day in his office, on house calls, on hospital rounds, and at home.

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NBC-New York, 5/29/61

